BROADCASTING

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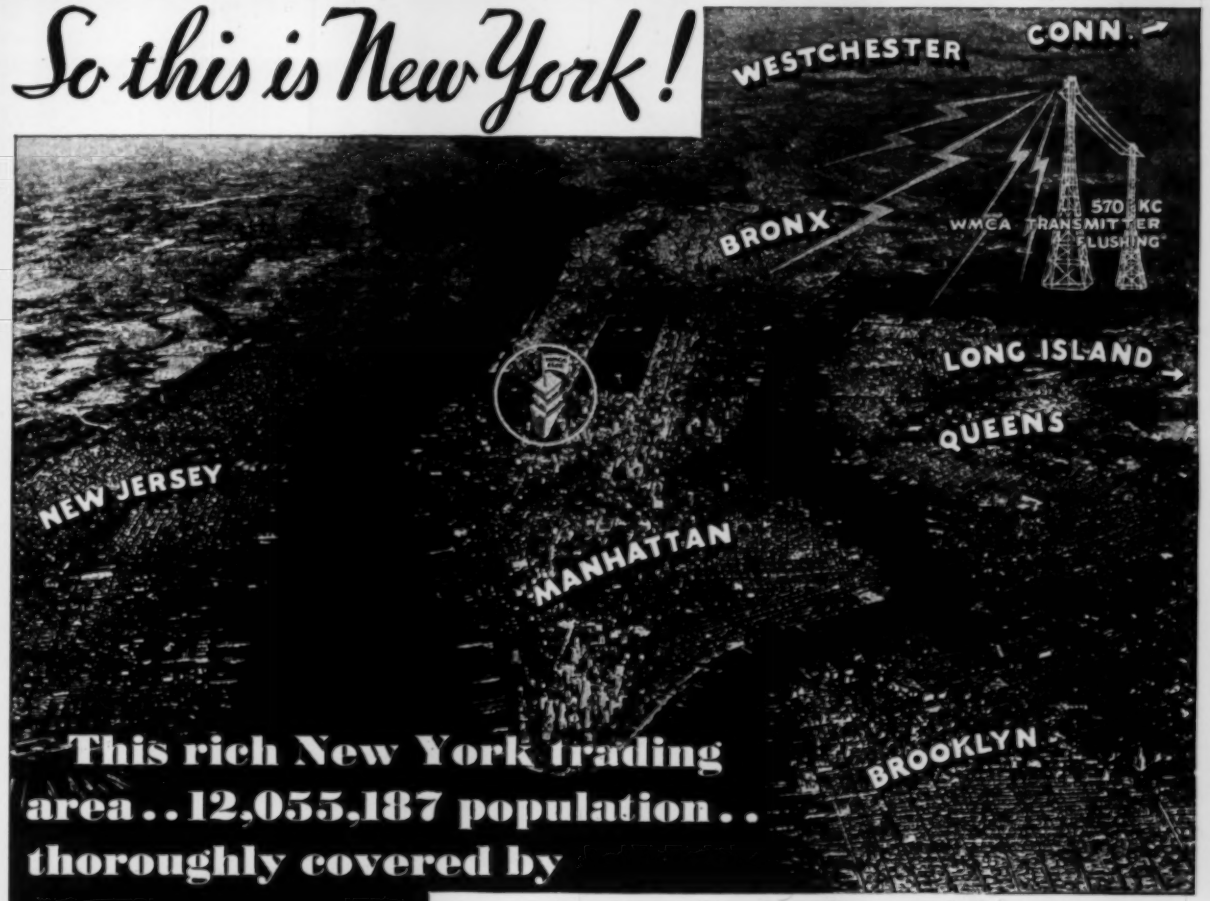
THE NEWS MAGAZINE OF THE FIFTH ESTATE



America's Premier Regional Station

WMCA

NEW YORK CITY

Donald Flamm President

KNICKERBOCKER BROADCASTING CO. Inc.

WMCA BUILDING NEW YORK CITY

CHICAGO OFFICE FREE & SLEININGER 180 N. MICHIGAN AVE. CHICAGO ILL.

XUM

A Marksman Aims For "DIRECT HITS"

And ADVERTISING—to produce RESULTS —must "spot its target"; then use the best means to HIT IT!

The SELLING POWER of KSTP, WEBC, WDAY, KFYR and KSOO can be briefly and completely told by these two most important words: CONCENTRATED COVERAGE!

Now just what does this mean for the buyer of advertising? Just this: the most PROFITABLE trading areas around St. Paul-Minneapolis (KSTP)—around Duluth-Superior (WEBC)—around Fargo (WDAY)—around Bismarck (KFYR) and around Sioux City (KSOO) are so completely and dominantly COVERED by these stations that each area is a clear-cut TARGET for the promotion of SALES! No waste here! No scattering of advertising bullets into non-profit fields! Every bullet hits the Target. Every shot marks up a Profit!

For example: within a fifty-mile radius from the Twin Cities (KSTP) there is CONCENTRATED over half the population of Minnesota—over one million people controlling the greatest purchasing power—who are reached 19 continuous hours each day by a clear, 10,000 watt signal. Another million or more, on the fringe of this 50-mile radius, have access to KSTP. But that does not affect the KSTP rate which is based solely on the 50-mile radius area. No bullets scattered here. That's CONCENTRATION.

Added to this is KSTP's unchallenged "listener preference" proved by the most authentic national survey with 87.8 "firsts" out of each 100 inquiries over all other Minnesota stations! Single out the listeners. Then hold them. CONCENTRATION again!

And so with WEBC, WDAY, KFYR and KSOO—each station is the "sole station" in its territory, and each one holds its own attentive audience in its own area in which is CONCENTRATED the largest population and greatest purchasing power. Thus, an advertiser purchasing the CONCENTRATED COVERAGE of all five stations combined will HIT SQUARELY a SALES TARGET that is nationally known as "The Bread and Butter Empire" of America.

There's the proof. The lesson to the advertiser is obvious. Shoot at the clear PROFIT TARGET. Avoid the mirage of "blanket coverage." If you want to SELL any one of these five great markets, use the station that concentrates for DIRECT HITS. That station will help you reduce your selling costs and increase your profits by concentrating your advertising in the rich, highly-populated areas where the biggest sales and greatest profits can be made.

Write, wire or phone us for details, rates, options and available time.

KSTP MINNEAPOLIS ST. PAUL — WEBC DULUTH SUPERIOR — KSOO SIOUX FALLS — WDAY FARGO — KFYR BISMARCK

XUM

WLW "the Nation's Station"

Mail Pouch Compliments the WLW Field Merchandising Service

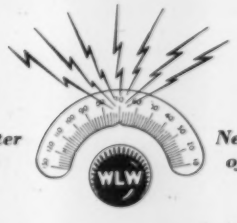
And with reason.

More than fifteen hundred jobbers and retailers selling tobacco products were contacted. The six night a week broadcast of the Mail Pouch Program on WLW was thoroughly explained. Tie-ups with wholesalers and retailers were obtained. Comparative sales data and check-up of both outside and inside displays secured. New business was put on the books.

Unusual? Not a bit of it. But a typical job as done by WLW's new Field Merchandising Service. Write us for our plan and our 72-page portfolio.

No small part of the success of the Mail Pouch Sports Program, every night except Sunday, is due to the inimitable broadcasting of Col. Bob Newhall, sports commentator extraordinary.

Near the Center of the Dial

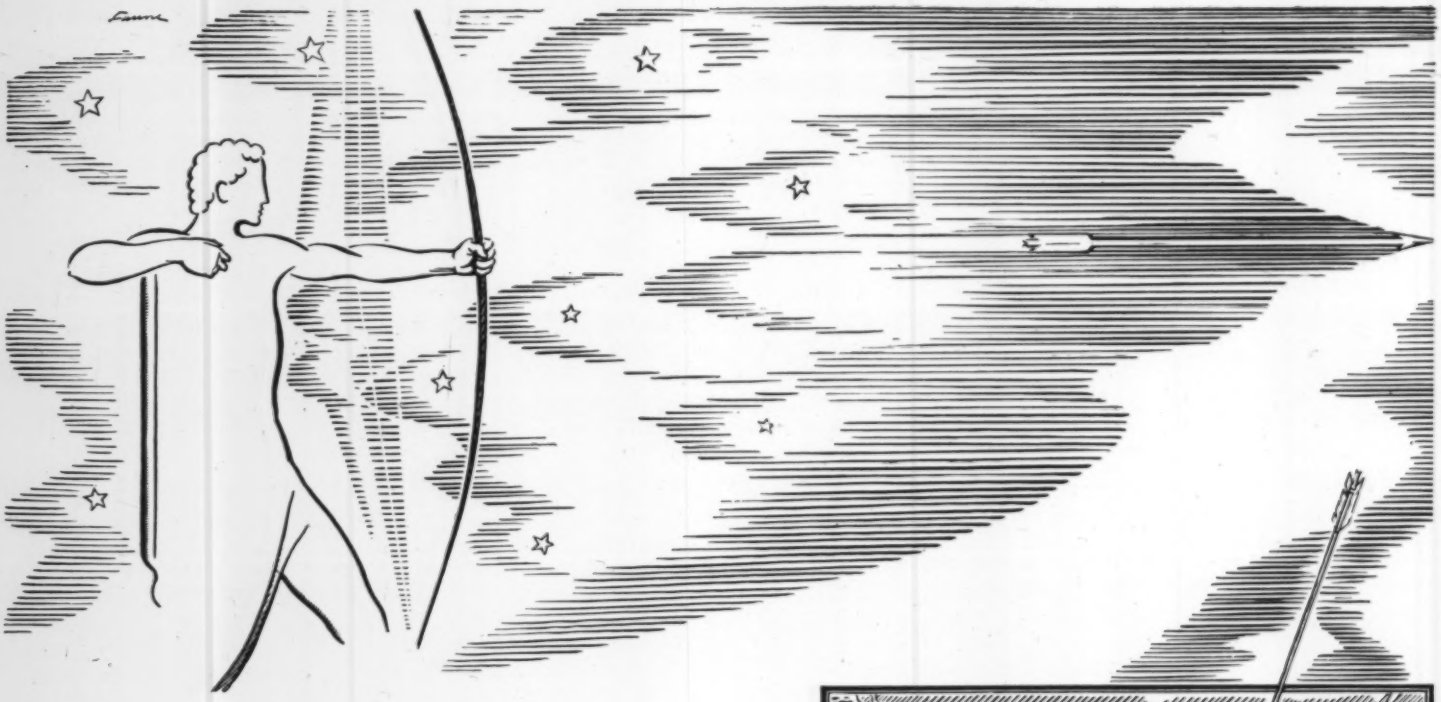


Near the Center of Population

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., *President*

CINCINNATI



Hit your markets EXACTLY

One of the undisputed advantages of electrical transcription is that the advertiser retains full control over the distribution of his radio broadcasting. You can hit the market exactly. You do not have to use stations in unproductive areas. Another advantage is the fact that the broadcast can be put on the air at the hour which will reach the largest audience (regardless of the variations in local time). These are two reasons why electrical transcriptions are gaining in favor with advertisers who want to make every dollar count. And the new development called Western Electric Wide Range Noiseless Recording insures perfect production. This method is available only over the World Broadcasting System. It is radio's latest and most startling improvement. We will gladly supply full information to advertisers and their agencies.

World Broadcasting System, Inc.

World Broadcasting Building 50 West 57th St, New York

400 West Madison, Chicago • 179 King St., W., Toronto • 1040 North Las Palmas Ave., Hollywood, California

Production Studios: New York, Chicago, Hollywood

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 3, NO. 10 WASHINGTON, D. C. NOVEMBER 15, 1932 $3.00 PER YEAR—15c A COPY

NAB Reorganization Looms at Convention

By SOL TAISHOFF

ASCAP's Refusal to Revise Copyright Contract Stirs Action; Investigation of A. T. & T. Line Charges Forecast

Convention Issues

1. Reorganization of the NAB to make it the formidable trade association it should be to fight the battles of the industry and the advisability of abolishing the executive committee and engaging a paid president with broad powers are among the proposals.

2. Formulation of a sound music copyright plan in view of the refusal Nov. 2 of the ASCAP board of directors to offer a revised contract to stations limiting the royalty to advertising revenue earned from ASCAP music instead of embracing of total "net receipts". The Society's action again breaks off negotiations and means that stations must accept the 3, 4 and 5 per cent, plus sustaining license, contract on "net receipts" or face possible infringement suits.

3. Investigation of the line charges assessed by A. T. & T. on broadcasters, now aggregating from $8,000,000 to $10,000,000 annually. Because the charges seem arbitrary and vary amazingly for different sections of the country, a campaign may be undertaken to reduce them, possibly through a Congressional inquiry.

4. Consideration of a maze of economic, regulatory and technical problems confronting the industry, such as widening of the broadcast band into the long waves, standardization of business forms, rate maintenance, taxation, federal and state legislation, libel laws and insurance and general business practices.

A "NEW DEAL" for broadcasting through a reenforced and reorganized trade association, strong enough in membership and resources to fight the whole industry's battles, and possibly headed by a man prominent in public life and endowed with dictatorial powers, may be declared at the tenth annual convention of the NAB in St. Louis, Nov. 14, 15 and 16.

These ideas are in the minds of many broadcasters gathered for the convention as for the first time they are aroused to real action. Still smarting under the sting of the extortionate music copyright contracts exacted by the American Society of Composers, Authors & Publishers, the broadcasters feel that steps must be taken, no matter how drastic, to prevent a recurrence of such a situation and to guard against other constantly appearing contingencies which threaten the security of the industry.

Paid President Proposed

WITH this trend of thought permeating the convention, it is no exaggeration to say that the future of the NAB itself is at stake. Unless prompt and forceful action is taken, according to leading broadcasters, it is not unlikely that stations will find themselves organizing into several different trade groups or cliques, none representative of the industry in itself and each competitive with the other.

There is strong sentiment in some quarters for a paid president of the NAB, supplanting the executive now elected from broadcasters' ranks. Others doubt whether the industry is economically ready for that move at this time. There also is a demand for drastic changes in organization to make the association so attractive that no station could afford to stay out.

Opinions are Solicited

TO SOUND out the industry, BROADCASTING inquired of a number of representative NAB members, from local station owners to network executives, their views on current problems. It was their unanimous opinion that conditions are critical. They differed as to the solutions, but all agreed that only by a closely-knit trade association with a courageous and constructive program can the broadcasters achieve their goal of industrial independence, which would put them on a level with other major industries.

These important issues will be discussed on the floor of the convention. The question of a paid president will come into the open probably after the convention listens to the opening addresses on the first day. Simultaneously, it is expected that debate will be opened on the question of election of officers—whether a nominating committee appointed by the president should bring in the slate, whether the nominating committee should be nominated from the floor, or whether the nominations of officers should be made from the floor.

While there has been little concerted opinion on the proposal for a paid president, several names have been mentioned. In one quarter, it has been suggested that Oswald F. Schuette, director of copyright activities of the NAB, be given that post. Others, prominent in public life, whose names have been suggested include Dr. Julius Klein, assistant secretary of commerce; Brig. Gen. Pelham D. Glassford, former superintendent of police of Washington, and James W. Baldwin, secretary of the Radio Commission. It is not known whether any of these individuals would accept the post even if offered it.

The Conservative View

MORE CONSERVATIVE broadcasters hold the view that the idea of a paid president is premature, unnecessary and economically out of the question. They feel, in most instances, that the managing director, Philip G. Loucks, should be given broader authority and responsibility and be made the actual operating head of the organization, with ex officio membership on the board of directors and all other committees. This same group feels that the president should be elected periodically, as at present, from the rank and file of the membership, so that he would be a practical broadcaster conversant with the problems of the industry.

Candidates mentioned for the presidency, should the movement for a paid executive fail, include Harry Shaw, WMT, Waterloo, Ia., incumbent; Paul W. Morency, WTIC, Hartford; G. A. Richards, WJR, Detroit, and WGAR, Cleveland; M. A. Howlett, WHK, Cleveland; Arthur Church, KMBC, Kansas City; Lambdin Kay, WSB, Atlanta, and John Shepard, III, Shepard Broadcasting Service, Boston.

Allegations of network domination of the NAB also will be discussed on the floor. In this regard particular criticism has been directed against the executive committee consisting of Henry A. Bellows, CBS vice president, chairman, F. M. Russell, NBC vice president, and William S. Hedges, director WMAQ, Chicago, and twice NAB president.

The Networks' Defense

RESPONSIBLE officials of both networks informed this writer that if such domination exists it does not arise from a desire to dominate but from recognition by the networks of the necessity of tackling the big problems in concert. They agreed also that, if the board of directors were called into session more frequently and if arrangements were made whereby relatively small broadcasters could take more active part in board meetings, the executive committee could just as well be abolished.

Each pointed out that the executive committee, consisting of three capable men, was appointed because it could function quickly and successfully, whereas a large board of directors is too inflexible to act on emergency problems that demanded immediate attention. More active participation and responsibility by broadcasters generally would be welcomed, they said.

Agrees to Withdraw

ONE NETWORK executive said his organization would agree to a stipulation that no network official or employee be named to the board of directors or to any other responsible post in the NAB; and, if deemed desirable, his network would withdraw from active membership altogether but still would continue its financial support of the NAB for the benefit of the industry as a whole.

The suggestion also was advanced that, should the executive committee be abolished, its work be handled by the board of directors through more frequent meet-

Our Headquarters

THROUGHOUT the NAB convention in St. Louis, BROADCASTING will maintain headquarters in Suite 211, Hotel Chase. Visitors are cordially invited.

XUM

ings, by long distance phone and by mail votes.

Payment of travelling expenses of the president and members of the board, when they attend meetings, was suggested in the interest of the small broadcasters who are board members. Under the present policy, it was said, only the larger broadcasters attend meetings. Another suggestion was that the NAB have a paid president and that an "outstanding broadcaster" be elected chairman of the board of directors. A paid president, it was argued, could devote his entire time to the affairs of the industry.

Copyright Revision Denied

COPYRIGHT is the burning issue that appears on the agenda. The refusal of the board of directors of ASCAP on Nov. 2 to agree to the proposal for revision of the copyright contracts to limit the percentage royalty payments to advertising revenue from programs using ASCAP music instead of covering the "net receipts" of stations has the effect of again breaking off all negotiations.

The action means that the two months of conferences between E. C. Mills, ASCAP general manager, and Mr. Schuette, acting for the broadcasters, have failed. Reductions have been effected in some sustaining licenses, and political speeches have been exempted from the 3 per cent royalty, but the most important point of dispute—whether stations pay the royalty on all receipts or only on ASCAP-music program revenues—remains unsettled so that broadcasters, under the three year contracts of 3, 4 and 5 per cent respectively, plus sustaining licenses, are called upon to increase their payments to ASCAP from 300 to 500 per cent over the aggregate of $966,000 paid last year on the flat fee basis alone.

ASCAP's Act Surprising

MR. SCHUETTE, after his discussions with Mr. Mills, had expected to present to the NAB convention a revised contract, agreed upon in their discussions, which would have transferred the royalty from total revenues to the ASCAP-music programs. The refusal of the ASCAP board to approve of this move, came as a surprise, not only to Mr. Schuette, but to many broadcasters who had been informed that Mr. Mills had full and free authority to negotiate revised contracts in any way he pleased.

As a consequence, Mr. Schuette will give to the convention an accounting of his stewardship on copyright since his appointment last April, and will propose a comprehensive plan of action designed to rid the industry of its dependence upon ASCAP or other private monopolies for its music supply. In addition, Mr. Morency, chairman of the copyright committee, which carried on negotiations prior to Mr. Schuette's assignment, will give an accounting of that committee's activities and suggest future steps.

225 Stations Sign

DUE TO the failure of the contract revision negotiations, Mr. Mills naturally is insisting upon prompt signing of outstanding music contracts. Some 225 stations of the total of about 500 to whom licenses are issued already are understood to have signed.

Mr. Schuette, in a bulletin to NAB members, advised them to sign the contracts to protect themselves against infringement proceedings. He pointed out that "individual stations are now in the same position as the board of directors of the NAB found themselves last August, when failure to accept the terms demanded by ASCAP might have entailed an avalanche of infringement suits which would have wrecked the industry." He added that Mr. Mills continues to give the assurance that if any future revision of the contract should be sanctioned, the benefits will be extended to all stations.

Press Concessions Halted

APPARENTLY prompted by the sharp attack by Senator Dill, (D.), of Washington, radio leader of Congress, on ASCAP for its proposed discriminatory deal in favor of newspaper-stations on music licenses, the ASCAP board also declined to permit any further concessions to newspapers, according to Mr. Schuette, and particularly refused to cancel the minimum guarantee of twice last year's fees as written into the newspaper contract. In a letter to BROADCASTING (published in Nov. 1 issue), Senator Dill said he was convinced that Congress must pass legislation to "compel fair treatment" by copyright pools.

Another dollars and cents problem, never before discussed above a whisper at a broadcasters' convention, will be brought into the open. It is that of line charges assessed by the American Telephone and Telegraph Co. and its hundreds of subsidiaries on stations and networks. Networks and stations now pay from $8,000,000 to $10,000,000 a year to that monopoly, it is estimated. Many broadcasters also have complained about the leasing stipulation on Western Electric turntables for transcriptions. This matter also is likely to be discussed.

Although it is required to file with the Interstate Commerce Commission detailed tariff schedules covering its income, A. T. & T. does not break down its report so that the tolls paid by broadcasters are shown on the books. Presumably they are listed under long line revenues.

Investigation Looms

IN ANY EVENT, it is known that the charges for remote controls and for linking stations in state, regional or nation-wide networks, vary considerably in different sections of the country. The complaint that they are exorbitant is general. Despite the tendency toward lower prices and rates for almost all commodities and services, the A. T. & T. line charges never have been reduced. Rather, in many instances they have been increased on the ground that special lines, designed to carry the music frequencies, have been installed for broadcasting.

It is not improbable that the convention will go on record in favor of an investigation of A. T. & T. line rates, and, if the complaints are justified, NAB would institute a campaign for their reduction. Mr. Schuette, who, under his arrangement with the NAB, may be delegated special industrial or legislative duties, is prominently mentioned for this assignment.

Other important questions on the agenda include international frequency allocation, having to do with the current conference in session at Madrid considering proposal to widen the broadcast band into the long waves (discussed elsewhere in this issue); standardization of business forms, rate maintenance, taxation and federal and state legislation. Among the speakers are Acting Chairman Lafount of the Radio Commission, O. H. Caldwell, former radio commissioner, and now editor of ELECTRONICS, and Strickland Gillilan, humorist and writer.

Baton for Gavel

THE STATE of Washington is going to have an orchestra leader presiding over its Senate after the administration changes, all because of a practical joke and a publicity stunt. Vic Meyers, who has been heard on Seattle broadcasting stations, got his start in politics last spring when a Seattle newspaper humorously nominated him for mayor. The incident was forgotten until the orchestra director filed for lieutenant governor on the Democratic ticket this fall. Although the publicity was lacking, Meyers won over seven opponents to his intense surprise. And in the Democratic landslide he won the office.

Final Program of NAB Convention, Hotel Chase, St. Louis, Nov. 13, 14, 15, and 16

SUNDAY, NOVEMBER 13

10:00 A. M.

NAB Golf Tournament at Sunset Country Club
Autos will leave the Hotel for the Club promptly at 10:00 A. M.

1:00 P. M.

Registration desk opens.

7:30 P. M.

Meeting of Board of Directors.

MONDAY, NOVEMBER 14

9:00 A. M.

Call to order by President Shaw
Address of Welcome by Mayor of St. Louis
Response by President Shaw
Address by Strickland Gillilan, Humorist, Writer, Philosopher
Address by Harold A. Lafount, member of Federal Radio Commission
Appointment of Committees
Announcements

12:30 P. M.

Luncheon served in Crystal Room

1:30 P. M.

Address by President Shaw
Address by O. H. Caldwell, former Federal Radio Commissioner, Editor of ELECTRONICS on "Radio's Future Magic".
Report by John V. L. Hogan, Chairman, Engineering Section
Address by C. M. Jansky, Jr., Consulting Radio Engineer
Adjournment
(See bulletin board for announcements of committee meetings)

8:30 P. M.

Smoker and entertainment to officers, directors, members and guests attending NAB convention by St. Louis stations

TUESDAY, NOVEMBER 15

9:00 A. M.

Report of Managing Director
Report of Treasurer
Report by Louis G. Caldwell, NAB Representative to the International Radiotelegraph Conference, Madrid, Spain
Closed Session (members only)
a. Roll Call
b. Minutes of last meeting
c. Communications to the Association
d. Election of Officers
e. Unfinished Business
f. New Business

12:30 P. M.

Luncheon served in Crystal Room

1:30 P. M.

Report by H. K. Carpenter, Chairman, Commercial Section
Report by Harry Howlett, Chairman, Committee on Merchandising
Report by Roy Harlow, Chairman, Committee on Standard Forms
Report by John Patt, Chairman, Committee on Station Promotion
Report by William S. Hedges, Chairman on World's Fair Exhibit
Report by Edgar L. Bill, Chairman, Program Section
Report by Miss Judith Waller, Chairman, Educational Committee

6:45 P. M.

Annual banquet
Entertainment by courtesy of St. Louis stations
Presentation NAB golf trophy to winner of Golf Tournament

WEDNESDAY, NOVEMBER 16

9:00 A. M.

Report by Henry A. Bellows, Chairman, Legislative Committee
Report by Paul W. Morency, Chairman, Copyright Committee
Report by Oswald F. Schuette, Director, NAB Copyright Activities

12:30 P. M.

Luncheon served in Crystal Room

1:30 P. M.

Adoption of Resolutions
Installation of Officers
Appointment of Committees

REORGANIZATION MEETING of the BOARD OF DIRECTORS will be held immediately after the Wednesday Afternoon Session.

Committees Are Listed For NAB Convention

COMMITTEES in charge of arrangements for the NAB convention are as follows:

General Convention — Edwin M. Spence, WPG, chairman; LeRoy Mark, WOL; J. Thomas Lyons, WCAO; John Henry, KOIL; and Lambdin Kay, WSB.

Entertainment—Thomas Patrick Convey, KWK, chairman; Clarence G. Cosby, KWK, vice-chairman; Wm. P. Mackle, secretary; E. B. Foote, New York; Fred Weber, Chicago; Nelson, KMOX, St. Louis; Leo Fitzpatrick, WJR. Detroit; Scott Howe Bowen, New York; Martin Codel, Washington, D. C.; A. T. Sears, Chicago; R. B. Robertson, New York; Harold C. Vance, Chicago; Willard Henges, St. Louis; G. W. McElhiney, Jr., St. Louis, and Thomas Stevenson, Washington, D. C.

Reception—A. B. Hendry, WIL; Oscar Hirsch, KFVS; W. F. Ludgate, KSD, and the Rev. H. H. Hohenstein, KFUO, and Wm. H. West, KMOX, chairman.

Transportation—A. B. Hendry, WIL; Woody Klose, KMOX; Billy Lang, WIL; Harry H. Hutton, WIL; K. A. Crank, WIL; Chal Stoup, WIL, and L. A. Benson, WIL, chairman.

Publicity—James L. Spencer KSD, chairman.

XUM

What is This Thing Called Merchandising?

By LEO FITZPATRICK
General Manager, WJR, Detroit

Imagination Essential to Successful Radio Advertising And Best Applied by Station's Own Department

Mr. Fitzpatrick

WHAT IS this thing called "merchandising"? The word is glib, as business phraseology often becomes. The term "in conference" covers everything from a crap game on the floor of the president's office to a sombre discussion of indebtedness. So, the term "merchandising" has come to mean any promotional service, asked or offered, tangible or intangible!

One advertising man says "Merchandising is moving goods across a counter." But he tells us only what merchandising *should do*; not what it is! Another calls merchandising the dramatization or exploitation of products; wherein, merchandising seems to preempt the function of *advertising!*

Using Imagination

SUPPOSE we accept the definition that merchandising is *imagination.* A writer whose article, "Imagination in Business," written a number of years ago, was reprinted in THE ATLANTIC MONTHLY'S jubilee edition, told the story of two colored bootblacks, in Springfield, Ill. One Saturday afternoon, these bootblacks were drumming up business. Both used a shout of only four words. But one boy said, "Get your shine here." The other said "Get your Sunday shine." The "Sunday shine" drew the business. Round the prosaic, humdrum episode of a shoe shine had been thrown a stimulating, inspiring picture of Sunday attire, best clothes, and shining, well-blacked boots. *Imagination in business!*

There never has been such an inspiring field for imagination in business as that offered by radio advertised products. Radio advertised products are never prosaic, never humdrum. A package of soapflakes, to a radio listener, is not merely a package of soapflakes. It means "Clara, Lu, and Em." Armour Star Ham is not merely a ham with a star label and a neat package. It is the ham eaten and enjoyed by those delightful frollickers, East and Dumke. Beech-Nut Coffee is not just another brand of coffee. It breathes the mysterious spell of Chandu!

The Broadcaster's Duty

ONCE a radio program becomes allied to any product, creative imagination immediately is stimulated. It should be the task of every radio station to see that this bright fire of imagination burns brightly enough to illuminate the product, from its dramatization in the program to actual sale. If imagination is merchandising, this then is the function of merchandising.

MERCHANDISING CHANDU—A display prepared by Stanley G. Boynton, of the merchandising and research department of WJR, Detroit, for the popular Beech-Nut Products programs.

The application of imagination to a radio program functions at its best when in closest touch with the program. It appears, then, that radio stations, establishing their own merchandising department, can best serve the advertiser. Members of such a department are fired constantly with the enthusiasm resulting from actual contact with the program. How closely it is possible to maintain this contact can be illustrated in innumerable ways.

Let us take the program of a bakery. Pecan rolls are mentioned in tonight's announcements. Early the next morning drivers are reminded of these rolls and the fact that they have been featured over the air. On the delivery wagon, there will be a sketch of the radio announcer, and of the pecan rolls, an inexpensive piece of artwork, but one which effectually links the program with the article to be sold and makes the pecan rolls not just another piece of baked goods but a specific delicacy, advocated by a known radio personality. When a biscuit manufacturer goes on the air, the members of his orchestra are photographed in bakers' uniforms. These photographs are distributed to all dealers and are given prominent display space throughout the stores. For a mouthwash campaign, dramatized photographs of the talent participating in the radio program are placed in druggists' windows throughout a large territory. The program itself is presented at a meeting of a large number of druggists and their clerks. Displays are created which may be copied in drug store windows. Addresses are made by station representatives to dealer groups.

Supplies Market Data

IN SHORT, the merchandising service of the station attacks the product with imagination. When a firm, entering upon a new campaign of broadcasting wishes the complete story of the radio program to be in the hands of its salesmen, this is prepared by the station's merchandising department, which describes the program, photographs the talent and visualizes for the individual salesman the possibilities of this radio advertising, how he himself can best capitalize upon it.

The well-equipped merchandising department of a radio station couples with this inspiring, imaginative, creative service, a solid background of market information. It is ready and willing to supply facts and figures. Every angle has been covered, from the number of radio sets in a given area to the amount of money spent by the average family. Research is not only general but specific. If a program, maintaining a rising sales curve throughout the general area covered by the station, is not felt in one certain district, the research experts of the station are prepared to find out why. Its engineers first check reception to eliminate the possibility of local disturbance. Telephone surveys are made to check the station's popularity or competition from other programs. Dealer cooperation is studied. Whatever the trouble may be, it is located, and if possible remedied in order that the client may obtain full value from his program throughout the station's coverage.

When a station's research and merchandising department works hand in hand with its program department, imagination, as applied to a radio program, can make itself felt in a thousand inspiring and valuable ways.

If today's radio program is to perform its complete function to the advertiser, it should emanate color and personality; and it should be the function of merchandising to see that this color, this personality cling to the product from the first mention of its name on the air, through intervening distribution, to actual sales across the counter.

WHY BEECH-NUT USES DISKS

Transcriptions Enable Sponsor to Vary Commercial Announcements and Meet Local Needs

By F. ARTHUR ELSEY
McCann-Erickson, Inc.

THE BEECH-NUT Packing Company's radio advertising comprises a show within a show. Everyone knows about the thrilling and mysterious Chandu whose exploits go on the air nightly from a large number of important stations, but perhaps few are aware that each of the many Beech-Nut Food Products is also acting its part in an absorbing drama.

We might liken these products to marionettes, for Beech-Nut's advertising department is pulling the strings to make them do their bit, whenever and wherever required. Their drama, of course, is the never-ending drive for more and more sales.

When radio advertising was first considered, the logical plan for Beech-Nut seemed to be a national hook-up. Hardly a city, town or village in the United States but knows the famous Beech-Nut trade mark. Why then should not the company foster this goodwill with a network program of broadcasting—uniform, centrally-controlled, blanketing the country?

Beech-Nut answered the question negatively for two reasons: first, some items in its line are relatively less important in certain sections due to varying marketing conditions; and second, in the food field competitive conditions demand the most direct and pointed sale promotion in order to overcome local resistance. Hence the broadcasting of electrical transcriptions over a selected list of independent stations was adopted.

The important factor in this

(*Continued on page 33*)

XUM

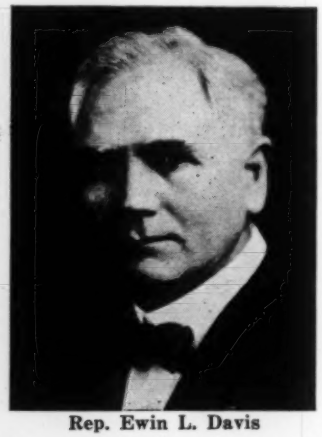
Dill and Davis Seen Powers In Radio Rule Under Roosevelt

Rep. Davis, Lame Duck, May be Commissioner; Field, Shuler, Brinkley and Elliott Lose

By MARTIN CODEL

NEW NAMES are destined to figure prominently in radio regulation under the incoming Democratic administration. With the Democrats triumphant in the congressional as well as presidential elections, the outstanding figures now appearing on the radio scene in the reorganization that is bound to follow are Senators Dill of Washington and Pittman of Nevada and Representatives Bland of Virginia and Davis of Tennessee.

One of the earliest pre-convention supporters of President-elect Roosevelt, Senator Dill will unquestionably have the most influential voice in federal radio control of any figure in public life. Not only is he one of the closest students of radio and co-author of the radio law, but he is in possible line for the chairmanship of the Senate Committee on Interstate Commerce, which has charge of radio legislation in the upper house.



Rep. Ewin L. Davis

Dill Third in Line

SENATOR SMITH of South Carolina, who was reelected, is ranking Democrat of that committee in line to succeed Senator Couzens of Michigan, Republican, but he is also ranking Democrat of the Agriculture Committee, and being a cotton man is almost certain to choose its chairmanship rather than Interstate Commerce. After him comes Senator Pittman, who may take the post, although he is so intent on the silver question that he may concentrate on mining and thus leave the way open for Dill to take the chairmanship. Dill is third ranking Democrat on the committee.

Whatever position Senator Dill occupies, he will undoubtedly be President Roosevelt's advisor on radio matters as well as the leader in the Senate on that subject. This presumes, of course, that the Democrats organize the upper chamber, which is more than likely, and which the Progressives in

(*Continued on page 32*)

Republican's Radio Bills Total Above $400,000 For Campaign Speeches

THOUGH exact figures remain to be reported to the Senate, it is estimated that the Republican National Committee, which originally had a budget of $250,000 for radio, spent at least $400,000 on the broadcasting phases of the campaign, according to BROADCASTING'S correspondent in Chicago, where radio headquarters of the party were maintained. It is probable the figure may be closer to $500,000, he states.

No estimate has come from Democratic headquarters, but its radio expenditures are expected to total about $300,000. Nor is it possible to calculate the amounts spent locally by the candidates of the several parties, although Senator Dill, in his radio address, reported elsewhere in this issue, calculates the total for regional and local time at about $750,000.

The Republicans staged more than 90 broadcasts over the two networks and spent about $25,000 for spot time on more than 110 stations. These broadcasts were handled through Scott Howe Bowen, Inc.

Besides the presidential speeches and others carried on the networks as many as five times daily during the last six weeks of the campaign, a separate schedule was handled for the Republicans by the Republican Radio League. This organization sought memberships from the audience to secure funds and presented about 15 programs on the networks, including the one by Henry Ford. Its receipts and expenditures have not been made public.

Press Gives Nets Election Returns

THE VAST election-coverage machinery of the Associated Press, invading every precinct and district in the country, was made available to the networks and to independent stations on election day. NBC used these returns exclusively, and gave full credit to the AP. CBS used the Hearst news services along with AP, giving credit in both instances. Neither network used United Press, which offered to sell its election service at the reported figure of $1,000, whereas the AP and Hearst services, were provided without cost. Many individual stations used AP through cooperative arrangements with local newspapers.

Radio coverage of the returns was thorough and accurate. Frederic William Wile, CBS political analyst conceded Roosevelt's election hours before other commentators, in his analysis of early returns. He was assisted by Ted Husing, CBS ace announcer, and Edwin C. Hill of the NEW YORK SUN.

NBC's returns were handled by David Lawrence, president of the Consolidated Press and editor of the UNITED STATES DAILY, and William Hard, NBC's political commentator. In addition, M. H. Aylesworth, NBC president, personally arranged for, and introduced to the audience, such distinguished journalists as Arthur Brisbane, Col. Frank Knox, publisher of the CHICAGO DAILY NEWS, Walter Lippmann and G. B. Parker, executive editor of the SCRIPPS-HOWARD newspapers, who gave their views of the trend.

Critique of Radio Political Campaigning • • • *By MARTIN CODEL*

FROM THE RADIO standpoint, this year's national political campaign, surprisingly free though it has been of the usual recriminations against the broadcasters on the score of favoritism toward one candidate or the other, has proved many things. Most significant is the fact that an adequate radio staff is as necessary an adjunct to a campaign as a trained publicity staff. In fact, it is as important to have trained radio men attached to party headquarters as almost any other class of worker.

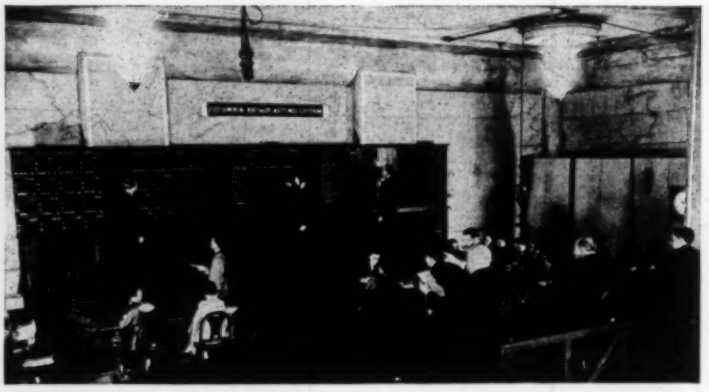
Back of the scenes of the radio campaign, the picture presented was one of floundering effort noteworthy for three great faults. All are probably attributable to the fact that the party headquarters either did not see fit to recognize or simply do not know the peculiar demands of radio. These faults may be summarized as follows:

Summary of Criticism

1. CANDIDATES and their spokesmen, except toward the end of the campaign, repeatedly overspoke their scheduled periods on the air. Not only was this highly expensive, but it frequently taxed the patience of a large share of the radio audience.

2. The radio "cleared all wires" for political speeches, regardless of the fact that favorite programs of millions of listeners might have to be shunted aside. There is no question but that, as no less capable a newspaper and radio commentator than William Hard has pointed out, a substantial proportion of the radio audience grows resentful when politics consumes too much of an evening's radio schedule. When Ed Wynn, the March of Time and similarly popular programs are cancelled in favor of a political speech, even if it be by a presidential candidate himself, any number of listeners are resentful.

3. Political radio talks were booked on networks and local radio stations without regard to their possible conflict with other radio speeches on behalf of the same candidates at the same time, thus dividing the attention of the audience. Thus it has frequently occurred that national headquarters have scheduled speeches by candidates or their leading spokesmen during the same periods that local speeches, sometimes scheduled far in advance on stations that might otherwise have joined the network, were being delivered on behalf of the same candidate.



HANDLING THE ELECTIONS—Scene in New York studios of CBS showing special setup for broadcasting election returns Nov. 8. Three men were at the tally board in the background, getting the figures from men at copy desk in center background. Copy desk secured reports from Morse operators at extreme right. At right foreground are, left to right, Frederic William Wile, political analyst, Herbert Glover, director of news broadcasting, and Dr. Salo Finkelstein, lightning calculator, engaged by CBS to total the votes.

Party Leaders Blamed

ALL THIS could have been avoided by more careful planning and more expert knowledge of radio. Almost without exception, the fault has rested with party headquarters and the men assigned to handle the radio phases of the campaign. The advice and cooperation of the broadcasters, experts in radio showmanship, audience psychology and the relative values of radio hours, have not been sought. Radio time has been ordered as casually as a housewife might order a staple she suddenly finds she lacks from the neighborhood grocer.

The radio people, on their part, have been all too eager to please

(*Continued on page 36*)

Radio Praised for Fairness in Campaign

By C. C. DILL*
U. S. Senator from Washington

Non-Partisanship, in Contrast With Newspapers, is Cited; Better-Informed Voters Credited to Broadcasts

HON. C. C. DILL

AS MR. AYLESWORTH, president of NBC, pointed out in his introduction to Senator Dill's discussion over the network of radio's part in the 1932 political campaign, the co-author of the Radio Act of 1927 is one of the best informed men in the country on the subject of radio. The Senator's whole-hearted endorsement of the conduct of the radio managers through the campaign is a just tribute to their steadfast efforts to be non-partisan and fair. His estimates of the amounts spent on radio time are somewhat too high, in our opinion, but they reveal how the political parties are now awake to the importance of radio in their campaigning.

THE OUTSTANDING feature of the part that radio has played in this campaign has been its fair play and its immense contribution of free political programs of a political nature. Let me speak first about the fair play. The big nation-wide radio chains, and the individual stations as well, have been fair to all political parties and especially fair to Governor Roosevelt and President Hoover. While it is true, as Mr. Aylesworth said, the radio law does provide that radio station owners must give all candidates equal treatment and not censure their speeches, nevertheless there are many ways of showing partiality of a station if it so desires.

A station can allow more favorable time to one party over another. It can place a speech before or after a certain feature that is popular or unpopular, or it can put it on during a program of a rival chain or a competing station, or it may annoy candidates by asking that their speeches be proofread before they are delivered.

Blasts Indifference

BUT RADIO station managers in this campaign have not done that. They have observed the spirit as well as the letter of the law, and it is primarily for that reason that radio has rendered the greatest public service in this campaign that was ever rendered in the formation of the conclusions of the voters of a great nation. There has never been anything like it previously in this or any other country on earth.

The greatest danger in the continuation and successful operation of a government like ours lurks in the ignorance and the indifference of the voters, and therefore the greatest service that radio could perform in this campaign was to present or permit to be presented without fear or favor the arguments of all candidates for the election of themselves or against the election of their opponents. This radio has done. It has done it completely and it has done it well.

Herein the radio differs from the newspaper. Protected by the constitutional guarantee of free press, the newspapers have long followed a practice of espousing one side or the other in a political campaign. Sometimes they become quite extreme in their opposition or support. On one side, they expose corruption, they point out the weaknesses of candidates, they destroy the fallacies of political propaganda. On the other side, they belittle the mistakes of those in office. They excuse or justify the weaknesses and failures of public officials, and they themselves sometimes carry on propaganda of the most dangerous kind.

These practices are the result of the exercise of the right of a free press; and, while there are evils in them, I want it understood that I am not objecting to a free press, because these evils are not worthy of consideration in comparison to the absolute necessity of the maintenance of freedom of the press.

But with radio stations we have a different situation; let me explain why. When radio began to develop in this country, everybody who knew anything about it recognized that it would inevitably be a great force in public opinion. At first thought, that absolute freedom of the radio was just as necessary as freedom of the press. But it was realized then that owing to the limited number of radio channels, that would be a dangerous rule to have, because a radio station owner without control would be more dangerous in the formulation of public opinion than a newspaper could be even at its worst because those whom a newspaper opposes can start another newspaper, they can distribute pamphlets in reply. But not so with a radio station.

Re Government Operation

WE CAN only have a limited number of radio stations. Because of these facts, every other country in the world has refused to permit private ownership and private operation of radio. But here in the United States, we saw almost as many obstacles and dangers in the Government operation of radio as in the unrestricted private operation. Worst of all, we knew that Government operation would hinder development and throttle initiative in the creation of new methods of entertainment. Anyhow, that is not the American way of developing a new art. And so, Congress passed the radio law of 1927 to permit the private ownership and private operation of radio, but placed it under the control of the Radio Commission. The test of the right of the owner of a radio station to secure a license or to renew a license depends upon whether or not the station will serve the public interest, convenience and necessity. This public interest might well be called the Magna Charta of radio control.

Now, all the broadcasting licenses are limited to six months. Think what this means. It means that every radio station is under continual surveillance by the commission; the commission can always determine whether or not that station should continue to operate in the public interest.

What Broadcasters Did

I HAVE reviewed briefly the history of the control of radio in this country to make clear the manner by which Congress has tried to use its power to control radio stations and still allow private ownership and private initiative to develop the art. We have tried to make a law that will result in the continued development of the art and make each new advance serve the public interest.

Now let me recount what the two big chain radio systems, and also the independent stations, have done to serve the public interest in this campaign.

In the first place, they have sold time on their chains to all parties and to all candidates on equal terms. They charged the regular commercial rates. Although sometimes Governor Roosevelt and President Hoover have talked beyond the period for which the committee contracted, the chain system has continued the broadcast to the end of the speeches even when it cost them thousands of dollars. They did this because they wanted to play fair both with the public and with the candidates, to render all the public service they could.

Now each of these nation-wide chains covers every section of the United States. The National Broadcasting Company, whose facilities I am now using at their invitation (for this is a contributed program without pay to them) has two nation-wide networks. The Columbia Broadcasting System has 91 stations.

The cost of a nation-wide hookup over the red network of the NBC is $12,250 per hour; over the blue network it is $10,110 per hour. Cost of a nation-wide hookup over the CBS is $15,600 per hour.

Parties Paid $1,250,000

DURING this campaign the Democratic, Republican and Socialist committees have bought 74½ hours from the NBC and 30 hours from CBS. The approximate cost of these combined hookups is $1,250,000. It is estimated that

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*Text of non-political address delivered the night of Nov. 7 over national hookup of NBC.

XUM

Sponsor's Football Broadcasts Boost Game Attendence

Sales of Gasoline Increased As Listeners Decrease

By HAROLD R. DEAL
Advertising Manager
Associated Oil Co., San Francisco

DURING the last six years the Associated Oil Co. has increasingly taken advantage of the seasonal interest in football by sponsoring the broadcasting of major western contests, and this year it has announced a gridiron broadcast lineup and an exclusive coast-wide station schedule utilizing facilities of two networks which places it far ahead of any other radio sports sponsor in the country.

Facilities of 20 NBC and CBS stations, spotted effectively in an area from Seattle and Spokane, in the north, to San Diego, in the south, eastward to Reno, and westward to Honolulu, are being utilized in a schedule which calls for over 200 station broadcasts. This two-network lineup is recognized as the most pretentious ever marshalled by a commercial sponsor for sports broadcasting.

Boosts Gate Receipts

BUT, PARADOXICALLY, the Associated Oil Co.'s sports broadcasts in the last six years have been designed, not to build up a regular audience, but to increase stadium attendance through the promotion of football interest, and thus to encourage highway travel. The grid fan, unable to attend a game in which he is interested, tunes in the Associated play-by-play account. He hears the commercial announcements for Associated Flying A gasoline and Cycol motor oil before and after the game and between halves and quarters. He hears also the announcer's repeated admonition, "Go to the games," and "Get Associated with football".

The result is that the next week-end, perhaps, or whenever he is able, he does go to a game, and if he drives a car he will be inclined to buy gasoline at an Associated service station or garage for the trip. Thus motoring is encouraged in a comparatively lax period, and Associated products enjoy an effective percentage of the business thus fostered.

Associated has found that this annual tie-in with football is most effective as an advertising idea. Company officials are convinced that football broadcasting actually does encourage stadium attendance, and consequently highway travel, and they have sales figures to prove it.

Supplemental Advertising

IN SUPPORT of its football broadcasting schedule, Associated has gone also into the media of posters, pamphlets, interest-building radio programs and newspaper copy.

Recently issued by the company is a free booklet, distributed by Associated service stations and garages throughout the western territory. It is a complete up-to-the-minute western football schedule, with such features as a listing of 1932 rule changes and their effects, a discussion of common violations and penalties on the gridiron, brief sketches of western coaches, a chronological schedule of western games, and the five conference schedules.

The public has come to look upon the Associated service station attendant as a reliable information bureau on football matters. Posters carry from week to week an announcement of the games, and the "Smiling Associated Service Man" has been schooled as a football information expert, with complete data at his fingertips.

LISTENERS AND RADIO SERVICE

Little Church of the Wildwood Enrolls 2,700 Members; Audience Holds Successful Picnics

By ERNEST L. SPENCER
Manager, KREG, Santa Ana, Cal.

Mr. Spencer

RADIO'S most distinctive church is the Little Church of the Wildwood, located in sunny Santa Ana, Cal., where radio announcers make reputations by singing the hozanas of the climate and cause eastern listeners to gnash their teeth in helpless rage.

Listeners actually insist on paying the station for its daily church programs. Yet advertisers have shied from sponsoring this feature. A ready-made good-will builder is available for some advertiser to cash in on, but to date the religious phase of the program has scared off prospective sponsors.

2,700 Church Members

IMAGINE listeners offering to help defray the cost of Lucky Strike programs or those of Fire Chief Ed Wynn's Texaco riot of fun! It is just as plausible that there are some who would want to contribute to General Motors or to Amos and Andy. Still, that is exactly what a number of listeners on this KREG program do.

It should first be explained that there is no such physical church as the Little Church of the Wildwood. The only "services" held are those in the listeners' homes or in the studios of KREG. Nevertheless, the church has more than 2,700 members. Remember, this does not mean listeners—of whom there are countless others—but actual members who have been regularly inducted into the church over the ether.

There are innumerable church services heard over the radio in every section of the country these days. Probably no broadcasting station anywhere fails to broadcast some sort of religious service on Sunday. However, the Little Church of the Wildwood is probably the only one in existence that has a definite membership in an organization that virtually doesn't exist!

Of course, there are no dues or membership fees. Nevertheless, many of the members write to KREG, voluntarily send in money, explaining that the contribution is sent in the hope that it will help defray the expense of the half hour period.

The Little Church of the Wildwood is likewise "different" in that services are not broadcast on Sunday. Services are conducted each secular day only from 9 to 9:30 a. m. The church is non-sectarian and non-denominational. A preacher of a different faith is heard each day during the week.

This half hour program has been on the air for nearly two years. It was originally conceived by the Rev. U. E. Harding, former pastor of the Santa Ana Nazarene Church, who recently accepted a pastorate in Carthage, Mo. During the last few months the church has been under the leadership of Mrs. Lottie M. Elsner, a public spirited woman.

According to a recent report submitted by the church's "pastor," no less than forty-four different towns and cities are represented on the membership roster, including the five counties of Los Angeles, Riverside, San Diego, San Bernardino and Orange.

Not long ago KREG executives staged a picnic at Birch Park, Santa Ana, to see what the "congregation" looked like.

Picnic Proves Success

TO THEIR amazement 780 attended. John Knox, mayor of the city, was so impressed that he voluntarily wrote KREG that he could not refrain from welcoming the assembled members of the mythical church.

"I had occasion to meet a goodly number of people from the various outside cities, such as Long Beach, Pasadena, Los Angeles, Garden Grove and other communities," he wrote, "and it struck me quite forcefully that through your radio service you are advancing a fine method and spirit of contact in bringing together our people."

Three or four such get-together festivals have been held during the last two years. Business and professional men cooperated with merchants in making each affair a huge success. Automobiles were furnished those without transportation means. Members had such a good time that they didn't want to return home. Food from grocers, bakers, meat markets and confectioners were plentifully supplied.

Big Coffee Campaign

RADIO will be used with newspapers in a $1,000,000 advertising campaign to be financed by the Brazilian government to promote the sale of coffee. Plans for the campaign will be decided following the return of the Brazilian-American coffee promotion committee from Brazil. That committee is working in cooperation with Associated Coffee Industries of America, an organization of roasters, wholesalers and retailers. N. W. Ayer & Son will handle the account.

Advertising is Held Adapted to Medium In "Myrt & Marge"

Announcements are Limited In Wrigley's Program

By FRANCES HOOPER
Frances Hooper Advertising Agency, Chicago

Miss Hooper

YES, we handle the "Myrt & Marge" radio program. The program, however, was not found by us, but by Myrt herself, who created the idea, wrote the first six scripts which sold it, and who is the main spirit and chief actor of the entire script.

I think that Myrt is one of the grandest salesmen I ever met. She is not the sort who is so eager for every red cent for herself that her client is only a means of obtaining it. She is always on the job to cooperate and to be just exactly as good a sport in real life as she is over the air.

No Philanthropy

OF COURSE, no right or bright minded concern puts on a radio program out of sheer public spirit. That is, every sponsored radio script is being paid for out of advertising money. And a certain legitimate return must be expected. There is such a thing, however, as killing the goose that lays the golden egg. And this occurs when the sponsored radio program becomes so overloaded with advertising that the entertainment idea is practically sunk beneath the weight. And, the listener either tunes you out, doesn't pay any attention at all to what you are trying to tell him about your product, or he grumbles.

Of the three, it would be best to be tuned out. Nothing is more deleterious than having a grumbly audience. The radio can't get away with murder excepting in the mystery stories and detective hair-raisers. Probably no radio program involving so much expense as Myrt and Marge was ever put on the air with so little advertising. If you will recall last year, the only credit line which the Wrigley's program carried was a single sentence of five words. It consisted of subject, predicate, two objects and a conjunction. The English language defies making any expression more straightforward and unadorned. All that was said by the announcer was: "Wrigley's presents Myrt and Marge."

Statement Closes Period

THEN the program began. And without interruption—no break-ins, no intimations by word or deed that this was a Wrigley program or even a program advertising chewing gum; Myrt and Marge and their fellow players went on to the end. When the end arrived there was about a minute in which the Wrigley Company made a brief statement about: "It's a fact—

(*Continued on page 38*)

Radio Advertising Pleases Railway

Spot Programs in Three Cities Portray the Departure Of New Air-Cooled Train Carrying Receivers

By L. C. PROBERT
Assistant to the President
Chesapeake & Ohio Railway

AN INNOVATION in radio advertising is the one-minute program the Chesapeake & Ohio Railway is sponsoring daily in three cities. While intended primarily to acquaint the public with the ultra-modern George Washington, an air-conditioned, radio-equipped train, the brief programs publicize the railroad as well. In one sense the feature might be called purely commercial in that it deals entirely with the departure of the train, and yet it has aroused considerable favorable comment among listeners. The idea is well worth the study of other railways and broadcasters seeking railway accounts.

THE CHESAPEAKE & Ohio Railway has been utilizing the medium of radio broadcasting in three of its important termini—Washington, Cincinnati and Louisville—to acquaint the public with the new excellent service of its air-conditioned train, the *George Washington*, which serves the national capital, Cincinnati, Louisville, Indianapolis, St. Louis and Chicago. The C. & O. is the only railroad in the eastern half of the United States to use radio to tell the story of its service.

As a service to its patrons and the travelling public, the *George Washington*, which was the first completely air-conditioned train to be placed in service between Washington and the west, is also equipped with radio receiving sets so that travellers can sit in the train's observation-lounge cars and listen to their favorite programs. It is likewise the only train out of Washington which carries radio sets.

Three Spot Programs

THE GEORGE WASHINGTON program is carried daily by three stations, timed with the departure of the train from the respective city. In Washington WRC is used, in Louisville WHAS and in Cincinnati WKRC. The program lasts only a minute, but it has an appeal because its message is delivered in the form of a train departure announcement with a booming call of "All Aboard" that has attracted favorable comment from hundreds of listeners.

The program commences with the clang of a locomotive bell and then the announcer shouts: "All Aboard—the *George Washington* of the Chesapeake and Ohio", giving the major destinations of the train and citing that it is completely air-conditioned. The sound of a departing train with the chugging of the locomotive, the toot of its whistle and the click of the cars' wheels closes the program.

Feature Draws Comments

IT IS difficult to measure in terms of dollars and cents the railroad tickets sold in Chesapeake and Ohio offices in these three cities as a result of the broadcasting. But, according to reports of the railway's passenger representatives, this medium of advertising has been most valuable in arousing the interest of travellers and the public in the *George Washington* and the railway. In Washington, Cincinnati and Louisville, the C. & O. passenger representative, in soliciting a traveller, is almost invariably greeted with the comment: "The Chesapeake and Ohio Railway? Why, I hear the *George Washington* leave nearly every night over the radio."

Some rather interesting reactions have been recounted to the railway's representatives about the broadcasts. A government official in Washington used the train on a western trip because his 10-year-old son, he said, had "ordered" him to go on the *George Washington*. The boy said: "Daddy, I want to hear them say All Aboard over the radio and know that you are on the train."

Boys Play Train

IN HYATTSVILLE, Md., a suburb of Washington, a group of a dozen boys for a number of evenings tied together their little wagons and scooters and placed a radio set on the porch. When the *George Washington* program came on—with two boys acting as the locomotive, another as the engineer and a fourth as the conductor—their "train" started.

Recently at a week-end party in Washington the guests were contesting for a prize with their impressions of favorite radio programs. The prize was won by the author of a poem, "All Aboard", the program of the *George Washington*.

Verse Wins Prize

THE prize-winning verse was as follows:

Those radio announcers,
Who call the evening train!
They fill me with a wild desire
To hit the trail again.
Sometimes the call is high and sweet,
Sometimes it's long and low,
But when it soars along the air
I'm rarin', boys, to GO!

The road that stretches far away,
Its quivering tracks I see.
Those miles of hot and shining steel
Are beckoning to me!
The tang of smoke is in the air
I see the milling throng;
The engineer leans from his cab,
And whistles loud and long.

Let others have their symphonies,
Or jazz that brings forth cheers.
Those boys who call the evening train
Are music to my ears.
Upon the harp-strings of my heart
They strike a thrilling chord.
I wouldn't miss it for the world.
That call of "ALL ABOARD!"

The nature of the broadcast has undoutedly stimulated great interest among the radio listeners of the three cities and their vicinity. According to the comments received from the "air audience" in those places, the advertising message is considered most favorably. Many listeners have declared that the *George Washington* broadcasts are so unique and interesting as to eliminate any advertising motif in their minds while they hear the program.

In fact, in Washington, Cincinnati and Louisville, the *George Washington* has come to be known as the "radio train".

Transcriptions Taxable As Phonograph Records

ELECTRICAL transcriptions used for broadcasting purposes are held taxable by the Bureau of Internal Revenue under the Revenue Act of 1932, as phonograph records. The ruling follows:

"Advice is requested concerning the taxibility of electrical transcriptions as phonograph records. Article 46 of Regulations 46, Revenue Act of 1932, provides that 'all phonograph records are subject to tax regardless of the substance of which made or the manner in which used.' Electrical transcriptions used by broadcasting systems are phonograph records and are taxable as such under section 607 of the Revenue Act of 1932, when sold by the manufacturer."

Stations Warned

BROADCASTERS are warned to beware of a solicitor who suggests staging a "prosperity auction" by WJAG, Norfolk, Neb. The solicitor, according to WJAG, left town and several bad checks after selling the idea to 42 merchants.

WLW Gets Talent In N. Y. Auditions

Cincinnati Group Satisfied With Results of Trips

Mr. Clark

EXECUTIVES of WLW, Cincinnati, spent the week of Oct. 30 in New York to search for suitable broadcasting and artist bureau talent. In the course of the week more than 400 applicants were given auditions. The successful applicants will be sent to Cincinnati at the expense of the station.

The WLW group included, John L. Clark, general manager; Richard Nicholls, assistant general manager in charge of programs; Gene Perazzo, of the program staff, and David Conlin, of the engineering staff.

Mr. Nicholls

Mr. Conlin brought along WLW microphones and amplifying equipment to conduct the auditions. A microphone was set up in a room in the Hotel New Yorker where the applicants performed, and the executives sat in an adjoining room to hear the tests.

Mr. Nicholls told the New York correspondent of BROADCASTING that this was the third series of auditions held in New York.

"Such excellent talent is available in New York that we find this audition system suitable for our purposes," he said. "All of the talent we obtained on our last trip to New York, over a month ago, resulted in every one of the New York artists being sold to a WLW sponsor.

"WLW is in search of the best talent in the country. This talent is being booked for what will be the world's biggest station—a 500,000-watt unit."

On Oct. 30 an advertisement in a New York newspaper invited applicants to telephone for audition appointments. All who applied were heard.

Some of the applicants accepted by WLW are: Frank Henderson, dramatist; Paul Stewart, dramatist; Randall Sisters (also known as the Aaron Sisters) vocal trio; Sunshine Boys, piano and vocal duo, and Alice Remsen, blues singer.

Radio Sponsor Gains

GENERAL FOODS Corp., New York, a leading radio advertiser, reports a net profit for the first three quarters of 1932 of $10,339,147. Though lower than the same period last year, this figure embraces a substantial increase in business since last July due probably to increased confidence among the buying public, Colby M. Chester, president, stated in making public the figures.

XUM

Removal of KYW to Philadelphia Urged By Pratt as Solution to 1020 kc. Mixup

Denial of Requests of Quaker City, Detroit, Pittsburgh Stations for Disputed Channel Recommended

Mr. Pratt

SETTLEMENT of the "borrowed channel" controversy involving KYW, Chicago, and its use of the 1020 kc. clear wave, by granting the KYW application for removal to Philadelphia, was recommended to the Radio Commission on Nov. 3 by Examiner Pratt. Simultaneously, he recommended favorable action on the applications of three stations in the Philadelphia area for transfers in frequency to avoid interference with KYW's projected operation in Philadelphia, and the denial of applications of stations in Detroit, Pittsburgh and Philadelphia for the KYW facilities.

Months of protracted litigation before the Commission and in the courts are foreseen, however, before the case is decided. Meanwhile, KYW will continue its operation in Chicago under lease to the Chicago HERALD-EXAMINER. The case, considered the most important handled by the Commission since the high power battle of two years ago, involved 16 station applicants and 23 applications. Hearings were held before Examiner Pratt from July 18 to 27, and a mass of testimony on engineering and legal aspects of the case was offered.

Contest Expected

THE REPORT concluded that the KYW removal application was the only one for the use of 1020 kc. in Philadelphia which would not result in interference and that Philadelphia, being in the most underquota state in the country, was entitled to the facility. This conclusion will be contested in exceptions filed by other applicant stations, and probably will lead to oral argument before the Commission late this month or next month and prior to Commission determination of the Pratt recommendations. Examiner Pratt's recommendations on the major issues were:

(1) That the application of Westinghouse to move KYW to Philadelphia with 10 kw. be granted and that it be granted a temporary license renewal for continued operation in Chicago pending the construction of the new Philadelphia station.

(2) That the applications of WRAX, Philadelphia, for a shift in assignment from daytime operation on 1020 kc. with 250 watts to sharing time with WPEN, Philadelphia, on 920 kc. with 250 watts night and 500 watts day be granted; that the application of WPEN for shift from unlimited time on 1500 kc. with 100 watts night and 250 day, to sharing with WRAX, on 920 kc. with 250 watts night and 500 day be granted; and that the application of WIBG, Elkins Park, Pa., for change in assignment from daytime on 930 kc. with 25 watts to daytime on 970 kc. with 100 watts, be granted, all to avoid interference with KYW's operation at Philadelphia.

Denials Recommended

(3) THAT the application of Kunsky-Trendle Broadcasting Corp. (operating WXYZ) for a new 10 kw. station at Detroit to use 1020 kc. and to abandon WXYZ on approval of former request be denied.

(4) That applications of WJAS, Pittsburgh, for increase in power from 1 kw. to 5 kw. and change in frequency from its regional channel of 1290 kc. to 820 kc., the clear channel assigned to WHAS, Louisville, with the provision that 1020 kc. be assigned to WHAS, be denied.

(5) That applications of WFAN and WIP, Philadelphia, for changes in operating assignments from time-sharing on 610 kc. with 500 watts each to sharing on 1020 kc. with 5 kw. each be denied.

(6) That application of WCAU, Philadelphia, for shift in frequency from 1170 kc. to 1020 kc. with 50 kw. be denied.

(7) That application of WOWO, Fort Wayne, and WWVA, Wheeling, now dividing time on 1160 kc., each seeking full time on the wave, which is regularly assigned as a fourth zone clear channel, be denied. WOWO also sought an increase in power from 10 to 25 kw. and proposed that the regional frequency 1290 kc., now used by WJAS, be assigned to WWVA in lieu of its present assignment.

(8) That the applications of WORK, York, Pa., WHN, WRNY and WQAO-WPAP, New York, for renewal of licenses be granted. Their renewals were designated for hearing because of possible effect of other applications on their facilities.

Borrowed Channel

THE 1020 kc. channel, under the reallocation of 1928, is assigned as one of the second zone's eight clear channels, but it was "loaned" to KYW of the fourth zone under the so-called "borrowing clause" of the Radio Act of 1927, as amended. The 1160 kc. channel, shared by WOWO in the fourth zone and WWVA in the second, is assigned as a fourth zone clear channel. In its application KYW would not concede that 1020 kc. was a borrowed channel, asserted it preferred to keep the station in Chicago, but explained that in a "spirit of complete co-operation" it was willing to move to Philadelphia.

Examiner Pratt held that on a comparative basis, objectionable interference would follow from the assignment of 1020 kc. to either Detroit or Louisville, or to either of the Philadelphia applicants. KYW, located in Philadelphia, with its proposed four-element directional antenna, would not cause interference and therefore would not cause an uneconomical use of facilities, he said.

"The fourth zone being greatly overquota and the second zone considerably underquota, the withdrawal of 1020 kc. from the fourth zone and its assignment for use in the second zone would tend toward the equal distribution of broadcasting facilities among zones required by Section 9 of the Radio Act of 1927, as amended, and Paragraph III of the Commission's rules and regulations. As the fourth zone is 20.37 units overquota and the second zone is 7.21 units underquota and as the value of KYW is 5 units, the return of 1020 kc. to the second zone would leave the fourth zone 15.37 units overquota and the second zone only 2.21 units underquota."

Cites Interference

INTERFERENCE considerations, Mr. Pratt held, led to the conclusion that the only unobjectionable application for the use of 1020 kc. in the second zone is that of KYW. He said further that while each of the applicants is financially responsible and otherwise qualified to carry out its proposal, Westinghouse, licensee of KYW, has a "superior financial standing, greater technical resources, more extensive broadcasting experenice, etc., than any of the other applicants."

Regarding the controversy between WOWO and WWVA, Mr. Pratt held that both applications are contrary to law and the Commission regulations. He said while the channel under proper circumstances is a full-time clear channel in the fourth zone that inasmuch as the zone is already overquota and would continue overquota were KYW moved to Philadelphia, the granting of the WOWO application would violate the regulations. WWVA's application for full time would result in an increase of 1.25 units in the facilities of West Virginia and the second zone; the quota of the former would be exceeded by 1.24 units. This would be inconsistent with quota regulations. Moreover, with 1160 kc. a fourth zone clear channel, its assignment full time to WWVA also would be inconsistent, the report pointed out.

SHOPPERS' RADIO
Disks Designed for Broadcasts Entirely Within Stores

A NOVEL amplifying system, that borrows from radio advertising, is being tried out in Mt. Vernon, a New York suburb, with the aim of introducing it in stores of several cities if it is successful. It is being developed by the Cramer-Krasselt Co., Milwaukee, which has branches in several cities.

The Shoppers' Broadcast, as it is called, is an electrical transcription broadcast within the limits of a retail store by means of a device manufactured by Western Electric and embodying new discoveries in sound transmission.

The equipment requires no servicing other than the changing of a record once a week. Several loud speakers are scattered throughout a store, and programs of entertainment and commercial announcements are offered.

New Staff in Charge When KSO Joins NBC After Des Moines Move

Mr. Gillespie

JOINING the NBC-WJZ network on its inaugural night, KSO, recently moved from Clarinda, Ia., to Des Moines by the DES MOINES REGISTER & TRIBUNE, went on the air Nov. 5 using 250 w. power day and 100 w. night on 1370 kc. The station's studios occupy an entire floor of the newspaper building, and its modern 150-foot vertical radiator surmounts the building.

Gardner Cowles, Jr., managing the radio enterprises of the newspaper, which also owns stations at Cedar Rapids, Ottumwa and Fort Dodge—these possibly to be linked into a state network later—announced the following personnel for KSO:

Mr. Greer

William C. Gillespie, manager, formerly with WKY, Oklahoma City, and WMBD, Peoria, Ill.; Kemp Charles, program director, formerly with Iowa State College as journalism teacher, where he was connected with its station, WOI, formerly director of the Swift & Co. programs over WLS, Chicago, and later with NBC; Stephen Cisler, assistant manager, formerly with WLS, WMBD and WGAR, Cleveland; Dan Frey, advertising manager, formerly radio director for the Stoner-McCray System and until recently president of the Des Moines Advertising Club; Lee H. Greer, chief engineer, formerly with Western Electric at Chicago and with stations WENR and WMBI, Chicago, and the old WISJ, Madison, Wis.

Mr. Greer, who will also continue to supervise KWCR, Cedar Rapids, and WIAS, Ottumwa, will have on his operating staff Nathan Wilcox and J. C. McCowan, both formerly with KSO when it was at Clarinda. Mr. Wilcox comes directly from WMT, Waterloo, and Mr. McCowan from KWCR. Others on the business staff are Allen Heywood, formerly with KWCR; Helen Fryar, formerly with the old KSO; and Violet Johnson, with Miss Edyth Adams, of Ames, Ia., as secretary.

On the KSO announcing staff will be William E. Spargrove, formerly with WAIU, Columbus, and until recently with the General Electric Co. at Columbus, and Andy Woolfries, formerly with WOI, Ames, Ia.

Medical Advertising

THE MEDICAL profession is urged to engage in non-profit advertising campaigns for the education of the public in health matters in a report just published by the Julius Rosenwald Fund, Chicago, on "Medical Advertising." The report is based on a study made by Miss Mary Ross.

KMOX

St. Louis

Let us tell about YOUR product, too!

AS FAST as the flight of time are new heights of success being attained by KMOX. Not only success for our station but successful results for our advertisers for on those results only can we predicate our story. Right now we're doing a real, workmanlike selling job for some 105 manufacturers and our renewal ratio of 64.3 indicates nothing less than the producing of sales.

We'd like an opportunity to tackle the job of increasing sales for other manufacturers. We have some very definite thoughts on what would constitute a good plan for advertising and merchandising baking powder—or breakfast food—or socks—or lipstick. If you make these or any of the dozens of other things people use regularly, our millions of listeners throughout the entire Mississippi Valley would like to hear more about them—and in the way *WE* can tell them!

KMOX
True Stories

Not long ago one of our clients, the head of a St. Louis department store, had some ten thousand pairs of women's hose which he wanted to dispose of as quickly as possible and with a fair profit. This man, whose program is on our station daily, first put a reduced price on the hose, then announced the sale and the price on his program over KMOX. Within two hours after the broadcast our client had over eight hundred orders and by the end of the second day he didn't have a single sock left out of the ten thousand.

KMOX Will Do This For You, Too!

KMOX The Voice *of* St. Louis, Inc.

■ ■ ■

KMOX *Welcomes the* NAB
We hope you'll come and see us

■ ■ ■

KMOX
Saint Louis

KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM
50,000 WATTS • 1090 KILOCYCLES • 275.1 METERS

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

U. S. Divided Into 20 Districts In Field Force Reorganization

Radio Commission Will Save $75,000 Yearly By Discharge of 33 Minor Employes

REORGANIZATION of the Radio Commission's field inspection force, formerly the Radio Division of the Department of Commerce, under which the United States is divided into 20 districts, each in charge of an inspector, was announced Nov. 2 by the Commission. Thirty-three employees, mainly junior inspectors and clerks, have been released, and a savings of approximately $75,000 per year will be effected.

The action was taken pursuant to the economy act and President's Hoover's executive order transferring the Radio Division to the Commission. It followed intensive study of the organization and a number of inspection trips by Commissioner Brown, in charge of the Division of Field Operations; Secretary James W. Baldwin and V. Ford Greaves, acting chief engineer. It is expected that further economies may be effected later through rearrangement of monitoring stations and equipment under Mr. Greaves' direction.

Old Offices Retained

BY DIVIDING the states and territories into 20 districts, the Commission discontinued the former organization of nine large districts with sub-offices in each district. Each of the 19 headquarters of the old system is retained, and a new office is established at Galveston, Tex., under the reorganization. Thus each district becomes independent and responsible directly to the Commission. In every case except Atlanta, the senior inspector has been named acting inspector in charge, pending final assignments.

The one exception is that of Maj. Walter Van Nostrand, for many years supervisor of the Atlanta district headquarters, who was suspended Oct. 29 pending an investigation by the Department of Justice of undisclosed charges. Maj. Van Nostrand's secretary, Miss Mary L. Bell, also was suspended, and L. C. Herndon, acting inspector in charge at Baltimore, has assumed temporary control. G. E. Sterling, senior inspector under Mr. Herndon at Baltimore, is in temporary charge at Baltimore.

Accusations Discounted

BEN. S. FISHER, assistant general counsel of the commission, and Mr. Herndon visited Atlanta to prefer the charges against Maj. Van Nostrand and to inform him of his suspension. Afterward Maj. Van Nostrand said the charges were "fabrications" by "disgruntled employees in my office" and expressed confidence he could answer the allegations to the Commission's satisfaction.

Discussing the reorganization, Col. Brown said it is one of the major jobs completed by the Commission toward making the field service more efficient. Coupled with the economies at headquarters last July effecting a savings of $35,000 through release of 15 employees, the consolidation means a savings of about $110,000 a year in the cost of radio regulation. The reorganization also was endorsed by W. D. Terrell, former chief of the Radio Division and now chief of the division of field operations.

Plans Periodical Transfer

FOLLOWING adoption of the plan conferences were held at the Commission to carry its provisions into effect. Attending them were Secretary Baldwin, Mr. Terrell, C. C. Kolster, acting inspector in charge of District 1, Boston; Arthur Batcheller, in charge of District 2, New York; H. D. Hayes, in charge of District 18, Chicago, and E. H. Lee in charge of District 19, Detroit, as well as other Commission officials.

The Commission announced that the new policy requires the heads of all field officers to serve as working supervisors. It is proposed to make periodical changes in assignments of supervisors as a means of keeping the men better informed of one another's work.

The redistricting does not change the administration of radio amateurs, who will be classified in the same nine areas as before and with the same call letter designations but must make their station license applications direct to Washington. They will, however, be examined by the inspectors according to the new districts into which they fall.

Continental United States was divided into the following 20 districts, each district to have the probable personnel as indicated:

DISTRICT NO. 1

Boston, Mass.: Maine, New Hampshire, Vermont, Massachusetts, Connecticut and Rhode Island. Personnel: 1 inspector in charge, 4 inspectors and 4 clerks. Charles C. Kolster, acting inspector.

DISTRICT NO. 2

New York: Greater New York and counties of Suffolk, Nassau, Westchester, Rockland, Putnam, Orange, Dutchess, Ulster, Sullivan, Delaware, Greene, Columbia, Albany and Rensselaer in the state of New York, and counties of Bergen, Hudson, Passaic, Sussex, Warren, Morris, Essex, Union, Somerset, Middlesex, Monmouth, Mercer, Hunterdon in New Jersey. Personnel: 1 inspector in charge, 9 inspectors and 5 clerks. Arthur Batcheller, acting inspector.

DISTRICT NO. 3

Philadelphia: City of Philadelphia and counties of Bucks, Montgomery, Philadelphia, Delaware, Chester, Lancaster, York, Adams, Cumberland, Perry, Dauphin, Lebanon, Berks, Schuylkill, Lehigh, Northampton, Carbon and Monroe in Pennsylvania, and counties of Ocean, Burlington, Atlantic, Cape May, Cumberland, Salem, Gloucester and Camden in New Jersey, and the county of New Castle in Delaware. Personnel: 1 inspector in charge, 1 inspector and 1 clerk. Louis E. Kearney, acting inspector.

DISTRICT NO. 4

Baltimore, Md.: Maryland, District of Columbia, and counties of Arlington, Loudoun, Fairfax, Prince William, Fauquier, Rappahannock, Page, Warren, Shenandoah, Frederick and Clark, in Virginia, and Delaware except New Castle County. Personnel: 1 inspector in charge, 4 inspectors and 3 clerks. L. C. Herndon, acting inspector.

DISTRICT NO. 5

Norfolk, Va.: State of Virginia, except counties of Arlington, Loudoun, Fairfax, Prince William, Fauquier, Rappahannock, Page, Warren, Shenandoah, Frederick and Clark, and North Carolina, except the counties of Ashe, Watauga, Caldwell, Avery, Burke, McDowell, Yancey, Mitchell, Madison, Buncombe, Haywood, Swain, Graham, Cherokee, Clay, Macon, Jackson, Transylvania, Henderson, Polk, Rutherford and Cleveland. Personnel: 1 inspector in charge, 1 inspector and

(*Continued on page 35*)

NEW RADIO DISTRICTS—These are the 20 new radio inspection areas into which the United States has been divided for the purpose of more efficient operation of the Federal Radio Commission's division of field operations.

World System's Third Production Studio Now At Chicago News Plant

Mr. Kendrick

WORLD Broadcasting System, New York, announces the opening of a new production studio on the twenty-fifth floor of the CHICAGO DAILY NEWS building, where the studios of WMAQ are located. This is the third of the group of World studios, the others being in New York and Hollywood.

Opening of the new Chicago plant is being directed by A. J. Kendrick, president of Sound Studios of New York, Inc., World subsidiary and the only holder of a license for producing transcriptions by the Western Electric wide-range noiseless recording method. Full Western Electric equipment has been installed.

More than 170 radio stations, through Electric Research Products, Inc., have been equipped to handle these "hill and dale" recordings, and Mr. Kendrick announces that he will welcome visitors from those stations and others interested in the new Chicago facilities. Demonstrations are to be conducted daily. With Mr. Kendrick at the Chicago studios is Edwin G. Foreman, Jr.

Canadian Stations Aid Radio Board

Prospects for Governmental Purchases Slim at Present

CANADIAN broadcasters are now busily engaged in strengthening their Association of Canadian Radio Stations with a view to presenting a united front to the recently formed Federal Radio Board, established under an act of Parliament to bring about the nationalization of Canadian broadcasting.

As the prospects are slight at this time that the board will attempt to take over private broadcasting stations for governmental operation, the broadcasters are promising their full cooperation with its regulatory efforts. As the board's only funds must come from the collection of the $2 annual license on receiving sets, the aggregate of which may not be enough for the ambitious program of nationalization embraced in the new law, it is not likely that the board for some years will have sufficient money to buy up stations for the national system.

In Canada the belief seems to prevail that the board will simply seek to regulate radio rather than actually own and operate stations. National programs will be provided over special hookups, which many of the existing broadcasters have indicated they would be glad to join since the cost of sustaining features would be reduced thereby.

Hector Charlesworth, Toronto journalist who was named chairman of the board, is reported in dispatches from Montreal as stating that it is not likely that proposed new high power stations can be built under present conditions. He also said one of the board's first aims will be to provide better radio service for the maritime provinces and the isolated areas of western Canada.

Canada is now pressing its drive for the collection of unpaid radio set taxes through manufacturers, dealers and official tax collectors. About 600,000 radio set owners have been paying the tax, but it is believed at least that many more have neglected to pay.

New Frequency Rates for Evening Hours

■

SEVERAL years ago, WBBM originated special frequency rates for 3 and 6 time per week daytime programs. This plan has proven successful for so many advertisers that WBBM now announces special frequency rates for 3 and 6 time per week evening broadcasts.

The new rates are announced in WBBM's Rate Card No. 10, effective November 1st, 1932, and appear in the current issue of Standard Rate and Data.

The application of such sound principles to broadcast advertising has placed WBBM at the top of the list in the Chicago territory—with more local accounts than all other major Chicago Stations combined, and a renewal ratio of over seventy per cent.

■

The Air Theatre

25,000 Watts
389.4 Meters

WBBM

100% Modulation
Clear Channel

Western Key Station of the Columbia Broadcasting System

XUM

Secret of a Successful Radio Revue

M. J. B. Co. Develops Talent, Uses 100-Word Sales Talks And Strives for Variety and Rapid-Fire Action

BY DR. RALPH L. POWER

ONE OF THE MOST popular and "best selling" programs originating on the Pacific Coast is the M. J.B.Demi-Tasse Revue. Just how this feature started and how it attained its popularity are explained by the agency which handles the account in this article. One of the boasts of the sponsors is that they have launched such a star as Bing Crosby. Together with the agency, they have also evolved a distinctive psychology of commercial announcements and present frank sales talk instead of sugar-coated palaver.

Mr. Seymour

A DIVERSITY of talent, coupled with the development of its own stars, has brought signal success to the M.J.B. Demi-Tasse Revue, according to F. Hume Seymour, in charge of radio activities for the Los Angeles office of Lord & Thomas, the agency which handles the radio and other advertising for the M. J. B. Company (coffee, tea and rice) San Francisco.

Once a week, over the NBC-KGO and the Rocky Mountain networks, the feature occupies a half hour with swift-moving entertainment. The M.J.B. Demi-Tasse Revue has perhaps developed more stars than any other single program in the west.

Launched Several Stars

BING CROSBY was featured on the early programs, and from that point went eastward to become one of the great "heart throbs" of the air lanes. Harry Barris, one of Bing's partners in the once famed Rhythm Boys, was well rewarded for his ability as a song writer after the Demi-Tasse Revue brought him into prominence. His big hits, "At Your Command" and "It Happened to Me," were first heard on this program.

Donald Novis, though an Atwater-Kent winner, was not advancing particularly rapidly until the Demi-Tasse Revue began to star him. Novis is now on the Atlantic Seaboard, and is fast becoming one of the big NBC stars. Even John P. Medbury, humorist, though known everywhere for his writings, had no radio reputation until M. J. B. began to use him as its regular master of ceremonies.

Several band leaders have come into prominence or have added to their prestige on the Revue. These include George Olsen, Gus Arnheim, Jimmie Grier and Phil Harris. Jimmie Grier first found radio success on this program and has just recently returned to the Revue. He plays from the Los Angeles Biltmore and features his new "find," Ray Hendricks, tenor.

Variety is Keynote

LORD & THOMAS, production officials for the M. J. B. Co., have staged the show as a typical revue, with as many artists as possible and with variety as its keynote.

Orchestra, master of ceremonies and soloists form the bulwark of the period. The show is constructed with the thought of pleasing a rather widely diversified audience, and includes a liberal sprinkling of ballads, jazz music, light airy tunes of the day and a liberal assortment of gags and a skit or two.

The M. J. B. Company has used radio twice a week for three years with this type of broadcast, although the present schedule calls for but one weekly show.

Commercial announcements have gradually evolved from the more or less wordy plugs to the present idea. This calls for two announcements of not more than 100 words —one in the middle of each 15-minute period.

Unique Announcements

THESE ANNOUNCEMENTS never run more than one minute and are so placed in the program because the sponsors believe that announcements at the opening and closing of a feature tend to bulk up too much speech and tend to make the commercials seem too lengthy.

M.J.B. announcements differ from ordinary radio talks. By careful study, the sponsors and their agency have found that listeners are perfectly willing to accept the "selling message" if the entertainment features are worth while.

Consequently the announcements are not sugar coated to make them more palatable and easily digested. No attempt is made to make the copy subtle. Instead, the statements are clear cut and specific. They are out-and-out commercial announcements but as such are short and sweet. Nowhere else in the program is the sponsor's product mentioned.

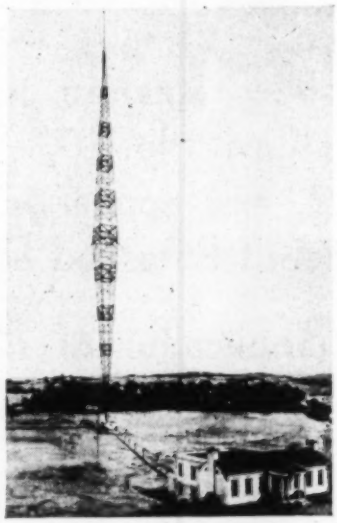
Not so long ago the Demi-Tasse Revue was "keyed"—not with the idea of making actual sales, but as a partial index of listeners.

John P. Medbury, master of ceremonies, said he would like to do something unusual. He did. He calmly reversed the general order of things and asked that his listeners send him their photographs.

He was deluged with some 8,000 pictures. Later he asked his audience if they would like copies of his parody of advertising called, "The Battle of the Century"—between "Kid Crisco and Old Dutch Cleanser." In the neighborhood of 65,000 requests poured in for the four-page leaflet.

The instances just narrated are more or less public property. Other statistics perhaps attest even more fully to the pulling power of the M. J. B. half hour, but, in accordance with agency policy they cannot be released.

However, it is pretty generally conceded out on the coast that the Demi-Tasse Revue is one of the most popular and best "selling" radio shows originating in the west.



878-Foot Mast of WSM

NEWEST of the maximum power broadcasting stations to take the air is WSM, Nashville, whose 50 kw. transmitter was dedicated the night of Nov. 12 with a special one hour and 45 minute program on NBC, to which studios at New York, Schenectady, Cleveland, Chicago, Denver and San Francisco contributed. Many notables in Southern official life and broadcasting circles were present for the dedication, including Acting Chairman Lafount of the Radio Commission, who delivered an address. The station's 878-foot vertical radiator antenna is said to be the tallest radio mast in the world.

PURCHASE of controlling interest in WFBL, Syracuse, N. Y., by Oscar and Robert Soule and Samuel H. Cook, has been announced.

Taboo on Delicate Ads Removed by Networks; Ex-Lax Signs With CBS

By JOE HOFFMAN

DELICATE advertising subject matter, once barred from the air because of fear that it might offend the listening public, is now coming to radio with a rush.

The latest such account to take to radio is Ex-Lax, which Nov. 15 goes on CBS for Thursday and Saturday programs from 8:15 to 8:30 p.m. Elsie Hitz and Nick Dawson will be featured in a period called "Magic of a Voice."

CBS accepted this account with the proviso that if it received 2,000 letters from listeners objecting to the type of commercial credit, the account would automatically be cancelled. Simultaneously it issued orders to its personnel that no facetious remarks are to be made about the commercial, even among themselves.

Among radio advertisers of similar nature are Phillips Milk of Magnesia, currently on both NBC and CBS, and Feenamint, which recently discontinued its NBC broadcasts.

Such accounts have only recently been admitted on the networks. Two years ago one of the largest manufacturers of tissue paper attempted to go on NBC and offered to spend a huge sum of money, but it was turned down. The original ban against such accounts developed at NBC when it refused to accept any patent medicine advertisers unless its medical board gave sanction. From this there developed a code of ethics which held that nothing of a delicate nature should be advertised over NBC. The A. T. & T. is said to have suggested such a policy inasmuch as it didn't want its wires to carry that type of advertising. CBS later adopted the same code.

According to inside reports, the main reason this ban has been lifted is because of economic condition. For publicity purposes, however, the networks state that these programs are now approved since the advertising credits will be couched in inoffensive terms.

Classic Publishers Plan To Use Radio Program

PLANS are now being formulated for extensive use of the radio by the National Home Library Foundation, 1518 K St., NW, Washington, D. C., publishers of the 15-cent Jacket Library classics. The precise nature of the radio campaign has not yet been disclosed, but it will be handled by Roy S. Thurman. It will probably consist chiefly of literary talks.

The Foundation is a non-profit-making organization sponsored by a group of distinguished persons to make available literary classics at low cost. Among its advisors are James Truslow Adams, Dorothy Canfield Fisher, Senator Arthur Capper, John Dewey, Will Durant, Henry Pratt Fairchild, Robert A. Millikan, Eugene O'Neill, Roscoe Pound, Felix Frankfurter and William Allen White. It has already published 12 titles.

A NATIONAL BROADCASTING COMPANY NETWORK STATION

670 Kilocycles — 100% Modulation

WMAQ NEWS

FULL TIME — Cleared Channel

November 15, 1932 CHICAGO, ILLINOIS Vol. I. No. 4

LOCAL ADVERTISING THAT "ADDED PUNCH" BEST SERVICE ON WMAQ "WMAQ-MADE" Programs

Many network advertisers have found it desirable to take advantage of special market conditions by presenting programs which are separate and distinct from network programs over local stations.

* * *

In view of the great market which WMAQ serves various network advertisers have found it highly advantageous to give an added punch to their advertising campaigns in the Chicago area, by using Station WMAQ. Within the past two weeks two such accounts have been sold on WMAQ. One is General Foods which is one of the foremost advertisers in the nation to recognize the high value of network advertising, and, likewise, to recognize the desirability of further advertising in so rich a market as that which WMAQ serves. The other is the Northwestern Yeast Company, which has for many years been one of the principal users of network advertising.

* * *

WMAQ attracts advertisers of the highest type due to the high character of service it has rendered for more than ten years as one of the middlewest's pioneer stations and one of the nation's leading stations. WMAQ is now in a position, whereby it can render service of the highest type to its advertisers. The finest and most complete broadcasting studios in the world are at the disposal of WMAQ and its clients. A staff that is trained in the presentation of some of the outstanding local and network programs is, likewise, available to serve WMAQ's clients.

* * *

W M A Q-made shows are known throughout the radio world. Many of them have graduated to the network. Foremost among these is the incomparable Amos 'n' Andy program. Others which are doing a real selling job in the Chicago market include Dan and Sylvia for Nivea Creme, Marian and Jim for Klee Brothers and the Corinnis Water Boys and Jingle Joe for Corinnis Spring Water. Another program built by WMAQ and tested as a sustaining program goes on the air for General Foods early this month.

* * *

These are a few of the reasons why WMAQ is Chicago's preferred station.

GENERAL FOODS SPONSOR WMAQ PROGRAM

"TODAY'S CHILDREN" TO ADVERTISE TWO GF LAUNDRY AIDS

General Foods, Inc., have taken the sponsorship of "Today's Children", one of WMAQ's outstanding sustaining programs. The new contract went into effect Wednesday morning, November 2 and will be devoted to the promotion and advertising of the General Foods products "La France", and "Satina", laundry aids.

"Today's Children" is broadcast five times a week at 10:45 a.m. The program was described in the first issue of WMAQ News published October 1, 1932. At that time it had attracted considerable attention, as a result of the test which was made to determine its popularity. After it had been on the air for six weeks, it was announced that a picture of the cast would be sent to radio listeners who wrote requesting it. Five such announcements were made and within a period of seven days 10,609 letters were received asking for the picture. The letters came from every part of WMAQ's major market.

Crash Gates

Subsequent to this mail test, it was announced that a limited number of tickets would be issued to radio fans for a Monday morning performance. Although only 400 tickets were available, more than 1,300 requests for tickets were received from listeners not only in practically every section of northern Illinois, but from many cities in southern Wisconsin and northern Indiana. The 400 tickets were mailed out and Monday dawned a bleak and rainy day. However, the WMAQ fans were not to be deterred by inclement weather. Not only did the 400 ticket holders put in an appearance but 200 gate crashers, as well, arrived at the studios for the performance. Every available seat and all possible standing room was taken in the mammoth Studio "A" at the NBC headquarters in the Merchandise Mart in Chicago.

The sponsorship of "Today's Children" by General Foods marks the second such use of WMAQ within recent months as a means of promoting sales of General Foods products in the middlewestern market. General Foods sponsored the broadcast of the baseball games during the 1932 season, so it can be seen that they are experienced in the use of WMAQ as a means of concentrating upon Chicago and the rich hinterland served by WMAQ.

WMAQ Star in Pulpit

One of WMAQ's performers will occupy the pulpit of a Chicago church in the near future as a result of an invitation of a clergyman, who believes that the message conveyed in the program is in itself a real sermon for his flock. This WMAQ artist is Bess Belmore, who presents a program called, "Here's to Charm" twice each week.

In dramatic form Miss Belmore shows how confidence, friendships and popularity are engendered by genuine sincerity rather than by the superficialities of life.

"Here's to Charm" is presented as a sustaining program by WMAQ. It is available for commercial sponsorship.

Miss Belmore will speak from the pulpit on "The Sin of Parental Partiality."

NIVEA RENEWS DAN & SYLVIA CONTRACT

Dan and Sylvia, who take the air five nights each week immediately following the Amos 'n' Andy episodes, will round out a complete year under the sponsorship of P. Beiersdorf Company, makers of Nivea Creme, as a result of the renewal of their contract received a few days ago.

Dan and Sylvia include within their act a cast of about ten characters with Dan playing all of the masculine roles and Sylvia taking all of the feminine parts. They are masters of voice change and are able to present characters, each of whom are distinct from the others, not only in voice but in personal characteristics.

Dan and Sylvia made their radio debut on WMAQ four years ago and their's has been an exclusive WMAQ act ever since.

Drama and Politics

At least one political candidate has displayed originality in getting his message to the voters. Instead of devoting his time to a straight talk, Ralph E. Church, Independent Candidate for Congress from the 10th District of Illinois, presented a series of dramatic sketches. All of the characters with the exception of the candidate were taken by professional radio actors, with Mr. Church, himself, playing the role of the candidate.

NW YEAST COMPANY SPONSORS FOOTBALL

Experienced network advertisers of long-standing are selecting WMAQ for spot coverage of the middlewestern areas, both metropolitan Chicago and beyond, in addition to their network broadcasts.

This was strikingly illustrated during the last few days with the decision of the Northwestern Yeast Company to sponsor the last half of the WMAQ football broadcasts this season.

The Northwestern Yeast Company is the maker of Yeast Foam and Magic Yeast, for many years a favorite for home baking, and the modern health yeast, Yeast Foam Tablets. Its popular "Yeast Foamers" have occupied prominent network spots for years.

An unexpected change in conditions made the final four college football broadcasts of the year by Hal Totten available for a sponsor on WMAQ. Immediately upon learning of this situation the Northwestern Yeast Company contracted for Totten's broadcasts, because surveys had revealed that WMAQ adequately covers large midwestern areas outside of Chicago.

While promoting and offering samples of Yeast Foam Tablets on the broadcast, much of the advertising time during the games is devoted to Yeast Foam and Magic Yeast.

STATION ACCOUNTS

Among the commercial programs heard regularly over WMAQ are the following: A. & P., Princess Pat Cosmetics, S. S. Kresge Company, Best Foods, Whitman Candy Company, A. C. Gilbert, Wheatena, Listerine, Pepsodent Company, Nivea Creme, Household Finance Co., Texaco Gasoline, Chase and Sanborn, Barbasol, Daily News Travel Bureau, Bulova Watch Company, Maryland Pharmaceutical Company, Cliquot Club Ginger Ale, Armour & Company, Hinckley & Schmitt, Inc. (Corinnis Spring Water), Northern Trust Company, Fleischmann's Yeast, Wieland Honey & Butter Corp., Monarch Coffee Company, Stanco, William Wrigley Company, R. B. Davis & Company, General Electric Refrigerators, Stokely Brothers, Klee Brothers & Company, Dr. Lyons Tooth Powder, Buick Motor Car Company, General Foods Corporation, Northwestern Yeast Company, Dr. C. H. Berry Company. Adv.

XUM

Hope Still Held for Widening Of Broadcast Band Regionally

Compromise Plan Looms at Madrid Parley; State Department Conferences are Futile

DESPITE failure of the State Department to send definite instructions to the American delegation at the International Radio Conference at Madrid, hope still is held for an agreement to widen the broadcast band under regional arrangements.

Additional conferences held during the last fortnight at the State Department, with marine and governmental interests opposing any widening and broadcasters endorsing it, failed to break the impasse as to the sending of instructions to Madrid. This dimmed prospects for favorable action, but word from Madrid is that great pressure is being exerted by European nations for extending the band into the long waves and that the American delegation is favoring a compromise proposal which would open perhaps a half dozen additional channels.

The Compromise Plan

SEVERAL different plans before the Madrid conference would open a number of low frequency bands for broadcasting under regional agreements, provided no interference would be caused to services now occupying those bands in other countries. The proposal favored by the American delegation, and on which it seeks State Department approval, would allow European nations to settle their own allocation differences at a separate continental conference and at the same time would leave open certain bands above 460 kc. subject to regional agreement in North America.

Should this plan be approved, it still would mean that insofar as this continent is concerned no definite broadcasting assignments on these bands could be made until the Senate ratifies the treaty provisions. Moreover, the marine and governmental interests probably would be given full hearings to ascertain whether these additional bands are necessary to solve the North American wave problem, which finds Mexico and Cuba seriously interfering with U. S. and Canadian broadcasting.

Two Factions at Madrid

FROM the Madrid reports it appears that the situation there has resolved itself into a controversy between marine and non-marine countries as to whether the broadcast band should be widened. As a matter of fact, the view is held that the marine and government interest, by attempting to block such action, really are spiteing themselves. This is adduced from reports that certain European countries have threatened to renounce the international treaty altogether and operate wherever they please unless broadcasting is given additional waves. Such a step would disrupt services on marine and government channels the world over.

Whereas two weeks ago the Canadian proposal to widen the band down to 470 kc. could have been clinched on a regional basis had the American delegation been instructed to favor it, that proposal now seems to be dead. Generally, the new proposals would open the bands from 160 to 194 kc., 224 to 285 kc., 385 to 400 kc., 460 to 485 kc., and 515 to 540 kc. under regional agreements. This would permit rentention as the present international distress frequency of 500 kc., whereas the Canadian proposal was for removal of the SOS channel from 500 kc. to another frequency—a proposal that aroused the greatest objections.

White Heads Conference

A STATE DEPARTMENT conference Nov. 3, presided over by Senator Wallace White, Jr., (R.) of Maine, failed to make headway. Senator White, an old hand at international conferences on radio, opposed anything that would interfere with marine services, since he comes from a shipping state, but finally he did propose that the whole question be left to the delegation. Opposition groups, led again by Capt. S. C. Hooper, director of naval communications, maintained their determined opposition either to widening the band or leaving the question to the delegation's discretion.

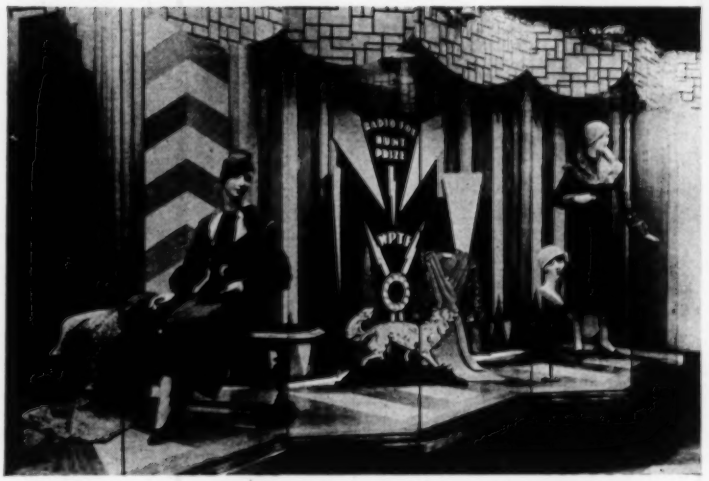
Representing the broadcasters at the conferences were Philip G. Loucks, managing director of the NAB; Frank M. Russell, Washington vice president NBC; Harry C. Butcher, Washington director CBS, and Arthur W. Scharfeld, radio attorney.

Radio Electricity Tax Reaffirmed by Bureau

REAFFIRMING its ruling of last month, the Bureau of Internal Revenue on Nov. 7 held that broadcasting stations must pay a 3 per cent tax on electrical power as industrial users of energy. The original ruling was protested by the NAB, and reconsideration was demanded.

As a result, the Bureau's decision stands unless reversed by the U. S. Board of Tax Appeals or by the courts on formal appeal. Such an appeal is indicated at the NAB. The ruling means that a 1 kw. station, which spends an average of $1,550 a year for power, will be required to pay an annual federal tax of about $46.50 in monthly installments. A 50 kw. station pays an average power bill of about $30,000 annually, which means a tax of $900.

EMORY & HENRY College, Emory, Va., operating WEHC, was authorized by the Radio Commission Nov. 3 to move studio and transmitter to Charlottesville, Va., home of the University of Virginia.



RADIO FOX HUNT—A store window illustrating the novel WPTF word puzzle contest which is sponsored by ten Raleigh (N. C.) merchants. A prize is offered to the listener who first solves the proverb riddle and finds the Radio Fox. This novel program feature, originated by H. K. Carpenter, manager of the station, can well be adopted by other stations.

By H. K. CARPENTER
Manager, WPTF, Raleigh

WITH THE help of ten Raleigh (N. C.) merchants, WPTF is staging a fox hunt that requires no special license and does not depend on open and closed seasons for its legality. On this Radio Fox Hunt program a proverb or well known saying is the puzzle each day, except Sunday. Some of the letters making up the proverb are broadcast, and the remainder are scattered through the stores sponsoring the program.

For instance, take the saying: "It's a Long Road That Has No Turning". The first letter of each word would appear as a capital, accompanied by a number denoting the position of that word in the proverb. One whole word "road", for instance, might be given on WPTF that day together with the remaining letters not appearing in the stores.

After collecting all the letters given on the air, including the whole word, and also the letters found on display in the stores, the contestant obtains an entry blank from one of the stores and takes it correctly filled out to WPTF any time before 1:30 p.m. of the following day. The station then presents a credit coupon on one of the designated stores, entitling the bearer to a discount of 20 per cent on any piece of merchandise at the stores, if used within ten days, and also making the bearer eligible to hunt the Radio Fox.

In hunting the Radio Fox, the bearer holds the coupon in his hand, approaches the suspect any place he finds him or her between the hours of 8:30 a.m. and 6:00 p.m., on any day except Sunday, and within seven days of the date on the reverse side of the credit coupon, and repeats the following: "Are you the Raleigh Merchants' Radio Fox? The proverb for yesterday was----------" and then quotes correctly the previous day's proverb. If the hunter fulfills all the above requirements and is addressing the Radio Fox, he or she will tell him so immediately, and that contestant is the winner of the grand prize—a round trip ticket to New York by Eastern Air Transport or an equal amount of money in merchandise.

There are many amusing incidents connected with this program. A young lady was selected to be the Radio Fox for a certain day, and on the morning of that day, a friend called her and quite enthusiastically asked her to join him in the hunt for the Fox.

On another occasion, a member of the staff of WPTF was stopped on the street and jokingly asked if he was the Radio Fox, and he in like manner, pointed to a young lady passing, and said "No, I'm not—but there she goes". The hunter, not knowing that the member of the staff had no idea who the Fox was, took him at his word and stopped the suspected woman, and became so excited that she did not give the correct proverb. It turned out later that the woman whom the member of the staff innocently pointed out as being the Fox, really was the Radio Fox, and the unfortunate contestant lost her round trip ticket by becoming so excited over what was originally given as a false clue.

Another of our listeners informed us that the Fox Hunt had caused him to depart from the teachings of Lord Chesterfield and Emily Post, because his politeness cost him the grand prize. He had started into the door of a store in which he had seen a women enter whom he suspected of being the Fox. A young lady started in the door at the same time, and he automatically stepped back to let her enter first. Naturally she had the lead on him by a few steps, and imagine his horror when she walked directly to the woman whom he had spotted as the Radio Fox, glibly asker her if she was the Fox, gave the proverb correctly and came out winner.

At the present time, the Radio Fox Hunt is still going strong, and although the trip by plane to New York was offered for the first week only, the merchants participating in the program are offering prizes taken from their stock, selecting each week a prize suitable for a woman, and one suitable for a man. A special portable window display is transferred from one store to another, as each of the merchants offers a prize.

XUM

OPEN TERRITORIES

"TARZAN OF THE APES"

. . . the Supersalesman of the Air

Tarzan, by Edgar Rice Burroughs, the most popular fiction character ever created, is now on the air. A "natural" radio hit. Over 10,000,000 Tarzan books published. Over 100 newspapers carry comic strips. A box office record breaking motion picture feature. Now Tarzan is brought to life as a super salesman for advertisers in a five-time a week, 15-minute, electrically transcribed serial. Dialog and sound effects superbly done. A Gold Seal Production.

A Proven Success

On the air only eight weeks—one sponsor has increased its coverage from two stations to four, another from two to eight. A leading network has bought it for a sustaining program. Advertisers have bid against each other for Tarzan broadcast privileges. An instantaneous and phenominal success on every station.

Proven Merchandising Tie-Ins All Prepared

Novelties, premiums, contests—merchandising tie-ins of proven pulling power, with full plans for their use are all ready for other advertisers who want "direct action": increased distribution and sales *today*—as well as loyal good will. Special plans for economical, efficient use by advertisers selling through their own outlets (gasoline and motor oil), through direct salesmen (milk and laundry), through independent outlets (packaged food and grocery products), etc.

Territories Open

Some of the most attractive territories are still available in the United States. For complete information on plans and rates, wire or write, giving list of cities in which interested.

AMERICAN RADIO FEATURES SYNDICATE

1031 South Broadway, Los Angeles, Calif.

AN AMERICAN GOLD SEAL PRODUCTION

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

Published Semi-Monthly by BROADCASTING PUBLICATIONS, Inc.

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Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

Railroads on the Air

THERE'S another ripe field for radio advertising in the railroads and other transportation groups. Some few of them are already using radio with good results. Others seem either loath to give it a trial or bound against radio by agreements among themselves not to use that medium.

In his article in this issue, L. C. Probert, assistant to the president of the Chesapeake & Ohio Railroad, tells how the C. & O. has been using one-minute spot announcements over a selected few stations with excellent results. It is impossible to calculate exactly how much passenger traffic his line's radio broadcasting is bringing, but officials of the line are convinced that it has increased such traffic considerably.

Plenty of expert showmanship and advertising is packed into the simple announcements being used by the C. & O. and enterprising broadcasters and agencies will glean from Mr. Probert's story some arguments that ought to break down any resistance they are meeting from other railroads in selling them the radio idea. Incidentally, it is interesting to note that the C. & O. also has radios aboard its crack trains—something its competitors have agreed to ban just as some of them have agreed not to utilize the broadcasting medium.

Mr. Probert's enthusiasm about radio is well grounded in a notable experience in journalism. He combines an expert knowledge of railroading and railroad economics with a long and brilliant career as a journalist. For more than a dozen years he was superintendent of the Southern Division of the Associated Press and director of its key Washington bureau.

More Bungling

THE STATE DEPARTMENT is once again doing a fine job of bungling the North American wave allocation situation. It takes time by the forelock to handle things through "diplomatic channels," while the American delegation at Madrid repeatedly importunes it for instructions to favor projects for widening of the broadcasting band under purely regional agreements as a means toward settling the wave disputes between North American nations—something infinitely more important to the people of this country than having a scattered few government stations practice code on these channels.

By instructing the American delegation, which has taken a courageous attitude, this government has nothing to lose. It simply would make possible the working out of a treaty at Madrid and break the present deadlock that seems to have stalemated the conference. It would not change the situation here a mite, but simply would pave the way for subsequent full and free consideration of the question whether marine and government services now occupying those few channels below 550 kc. should move to other bands so that the nations of this continent can have adequate broadcasting services. And those questions could only be raised following ratification of their agreement by the Senate.

The cry of the military services, led by the Navy, that national defense would be imperilled, seems to be based on tenuous grounds, for in times of national emergency Uncle Sam can commandeer all radio. Marine groups may have reason to oppose invasion of their waves, but it is not and never has been the intention of broadcasting interests to do anything that would interfere with safety of life at sea. Orderly allocations to avert that would result from regional conferences.

The American delegation does not represent the broadcasters alone. It represents all American radio interests. It was appointed by the President to represent them, and if it fails to do the job properly it is responsible to the people, through the President and the Senate. Why not let the delegation handle the job in its own way, instead of acting the puppet of a State Department that, either through ignorance or lassitude, refuses to give it any instructions one way or another and threatens thus to hold up the orderly conclusion of the Madrid conference indefinitely?

Wanted, a Laugh

DOES "KIDDING" the radio-advertised product or the sponsoring institution help or hurt? The answer simply is: It depends upon how it is done. The way Ed Wynn chides Graham McNamee's interpolations in behalf of Texaco in the "Fire Chief" program, to our minds, adds zest and flavor to what would otherwise be ordinary straight commercial announcements. Maybe there is only one Ed Wynn, but it seems to us the idea can be carried into other programs, whether sponsored locally or nationally. In fact, it is being done no less effectively also by Ben Bernie for Blue Ribbon Malt and Jack Benny for Canada Dry Ginger Ale. It is high time for some of what Kenneth Collins calls "the sacred cows of business" to come off their perches of dignity and realize that fun-making at their own expense can sometimes be made to pay.

Mr. Collins is doing just that in his WOR Minstrel Show program, about which he discoursed in his recent article in BROADCASTING. The dialogue, he tells, pokes fun at the very basic things about which R. H. Macy & Co. is most serious: its crowded aisles, its cash basis. A clever idea that actually emphasizes the latter policy—and puts it across—is the one having the colored boys always trying vainly to take out charge accounts, and, disregarding logical explanations of cash economies, forever inferring that they did their buying at 5 and 10 cent stores.

What the American public always wants, it seems, is a good laugh. Radio is essentially a medium of entertainment. If merchandising and selling can be promoted amusingly, why not? There are infinite ways the happy quip about product and sponsor can be brought into the commercial announcement. The sponsor who doesn't stand on too much dignity, provided of course he does his fun-making deftly and pointedly, can increase his audience and audience attention beyond question.

That's News!

(Reprinted from TIME Magazine, Oct. 31)

WHEN Senator George William Norris of Nebraska opened his speaking tour for Governor Roosevelt in Philadelphia's Metropolitan Opera House last week, his voice was to be broadcast. Somebody blundered. The Senator spoke into dead microphones. Next day Publisher Julius David Stern's PHILADELPHIA RECORD shrieked with an eight-column banner: THE RADIO FAILED! FULL TEXT OF SENATOR NORRIS' SPEECH IN THIS NEWSPAPER.

The RADIO BOOK SHELF

WHAT does an advertising agency do in a radio campaign? This question is answered, not only for the novice but for the experienced in the field of radio advertising, in a new and important addition to the literature of the business of broadcasting, "The Advertising Agency Looks at Radio" (D. Appleton & Co., New York, $3). This is a 233-page symposium to which 18 well-known figures in the agency field have contributed; it is edited by Neville O'Neill, formerly president of Neville O'Neill, Inc. The chapter headings and their authors furnish an excellent guide to the book:

Radio Broadcasting as an Advertising Medium, by L. Ames Brown, former president, Lord & Thomas and Logan; Who Should Use Radio Advertising, by Howard Angus, Batten, Barton, Durstine & Osborn; What the Radio Audience Wants, by Hubbell Robinson, Young & Rubicam; Selecting the Station List, by Charles F. Gannon, Erwin, Wasey & Co.; Copy for the Ear, by J. T. W. Martin, Batten, Barton, Durstine & Osborne; How to Present Your Commercial Announcements, by Dorothy Barstow, McCann-Erickson, Inc.; Radio Production, by Robert A. Simon, J. Walter Thompson Co.; Checking Results, by Richard Compton, The Blackman Co.; Electrical Transcriptions, by M. A. Hollinshead, Campbell-Ewald Co.; Spot vs. Chain Broadcasting, by Preston H. Pumphrey, Fuller & Smith & Ross, Inc.; Programs for Women, by Mary Loomis Cook, The Blackman Co.; Costs of Radio Advertising, by James Martin, Federal Advertising Agency; Merchandising in Its Relation to Radio, by Harry Shinnick and Irvin Borders, Calkins, Shinnick & Borders; Publicity and Advertising in Relation to Broadcasting, by Carl M. Baumhart, Mandeville Press Bureau; Relations Between Stations and Agencies, by H. H. Kynett, The Aitkin-Kynett Co.; Export Radio Advertising, by Neville O'Neill, and What About Television? by Wilson N. Durham, Durham & Co., Radio Productions Corp.

We Pay Our Respects to—

HARRY SHAW

MEASURING the broadcasters' year from NAB convention to NAB convention, the year just ended was undoubtedly the most trying for organized broadcasting in the scant twelve years since American broadcasting began. Guiding the radio ship through the troublous seas of 1931-32 was Harry Shaw, owner and manager of WMT, Waterloo, Iowa, president of the NAB. To Harry Shaw, the editors of this magazine pay their respects with mingled feelings of personal regard, affection and gratitude. Not only has he steered the NAB through its most arduous period, but it was he whose vision made possible the establishment of this magazine itself.

With self-interest the least of the considerations, with a vision of industry solidarity that might be stimulated by enabling the broadcasters, agencies and advertisers to know of one another's activities through a publication of their own, Harry Shaw, a former publisher himself, founded BROADCASTING a little more than a year ago in collaboration with its present editors.

The latter had the idea for such a periodical as this. Mr. Shaw, who had just sold his newspaper in Waterloo to his competitor, and had decided to concentrate all his energies on radio, furnished the initial capital.

For that capital, he retained only a minority interest in the magazine for himself. To "the boys," as he likes to call us, he left the entire control and management of the paper, business as well as editorial. It was up to "the boys" to put it over. That we have done so, making this publication wholly self-supporting within a space of one year, is our answer to his confidence in us. Aside from advising us as to the technical details of the publishing business—advice eagerly accepted from one so long experienced in that business—he has left us entirely to our own resources from the very start.

It is unnecessary here to recount the problems and tribulations that have beset the broadcasting industry in the last year—the year in which the well known depression really hit radio hardest and the year of copyright negotiations and multifarious other difficulties. Pursuing his duties as president of the NAB, he has spent much of his personal fortune traveling about the country in his own airplane to attend sectional and committee meetings and to deliver speeches.

Harry Shaw was born in Salamanca, N. Y., Feb. 8, 1886. From the time he left the eighth grade, he has been on his own. Most of his energies—and he is a man of boundless enthusiasm and energy—have been concentrated on the publishing business. In 1909, he entered the employ of the WATERLOO EVENING COURIER in the want ad collection division. Soon he was allowed to "chase copy" for the advertising department. Then the morning competitor, the WATERLOO TRIBUNE, offered him a job in the display advertising department.

Within a year and a half, he was advertising manager; within three years, business manager, and in 1922 he bought the paper.

In 1928, a broadcaster in Cedar Rapids interested him in radio. He saw the possibilities in a radio adjunct to his newspaper both as an advertising and circulation promotional medium. He moved the station, a 100-watter, into Waterloo and secured its present call letters to correspond with the initials of the WATERLOO MORNING TRIBUNE. His proudest feat was the building of that newspaper's circulation to the point where, despite the fact that it was a morning newspaper—and morning newspapers in communities of that size seldom can compare in circulation with evening competitors,—it threatened the evening newspaper's circulation so seriously that the latter offered to buy.

He credits radio exploitation for that amazing circulation buildup. His heart was in radio, and when he sold the newspaper he retained WMT with his partner, William Reed. Recently he bought Reed's interest.

Harry Shaw was married in 1913 to Margaret Bragdon, of Waterloo. They have three children, Beverly, 15; Bill, 12, and Peggy, 8. In Waterloo community affairs, he has long been a leading spirit; it was he, as publisher of the TRIBUNE, who sponsored the trip of the Cedar Falls Band to the CHICAGO TRIBUNE'S annual contest in 1930, in which it won first place among competition from all parts of the country. His greatest hobby is fly fishing for small-mouth bass, and he is an authority on the sport. Hunting, especially for quail, and working with fine dogs, is another interest. He has a houseboat on the Mississippi and owns a summer camp in Wisconsin.

PERSONAL NOTES

SAM FALLOW has joined the artists' bureau of CBS as head of the club booking department, under the direction of Ralph Wonders. This department is a new addition to the CBS' artists' bureau. Mr. Fallow is well known on Broadway as a booking agent.

LEO FITZPATRICK, manager of WJR, Detroit, formerly the "Merry Old Chief" of WDAF, Kansas City, returned to the microphone twice recently as an announcer, handling election night returns and the Detroit Community Fund program.

MARGARET MOORE, secretary of Paul McCluer in the NBC Chicago sales staff, has been added to the staff of the Chicago office of World Broadcasting System. Mildred M. Brannan has taken Miss Moore's place with NBC.

DONALD S. SHAW, formerly a partner in the agency of Cleveland & Shaw, Inc., and until recently with Williams & Saylor, Inc., New York agency, has joined the New York sales staff of NBC.

AL SHORT, NBC Chicago production man, was transferred to the NBC New York staff Nov. 1. Lawrence Paquin, formerly production manager of the Goodman Theater, Chicago, has been added to the NBC Chicago staff. Paquin formerly was head of dramatics at Dartmouth, head of the speech department at the Chicago Musical College, and directed the Bellmy Players of Des Moines, Ia.

MORTON R. DUFF, advertising manager of KGBX, Springfield, Mo., has resigned, effective Dec. 1. He has announced no future plans.

CHARLES GABRIEL, Jr., former assistant general manager of KNX, Los Angeles, has opened the National Broadcasting Studios at Figueroa and Santa Barbara streets, Los Angeles. Courses include all branches of technical activity, as well as announcing, drama, program direction, and other phases of broadcasting.

FRANK BULL, manager of KMPC, Beverly Hills, Cal., was married to Peggy Price, blues singer, late in October. The wedding took place in Santa Barbara.

THOMAS B. ROBINSON, formerly in the sales promotion department of the NBC, New York, has joined the staff of WKJC, Lancaster, Pa., and is creating a merchandising advisory service for local advertisers.

UNIVERSAL RADIO Productions, Chicago, announces the appointment of Nathalia Gearzon, to its staff. Miss Gearzon, long associated with leading cosmetic manufacturers as lecturer, publicity writer and sales executive, will specialize in the handling of cosmetic and beauty preparation accounts.

BORN, to Herbert Hollister, president and manager of WLBF, Kansas City, and Mrs. Hollister, a son.

ROY F. THOMPSON, manager of WFBG, Altoona, Pa., has been appointed campaign chairman of the Blair county Red Cross drive which started Nov. 11.

J. C. CONWAY, formerly with KFWB, Los Angeles, has joined Guenther-Bradford & Co., Los Angeles, as an account executive.

BOB WHITE, Chicago radio producer and script writer, has been retained to write several of the CBS "Roses and Drums" dramatizations sponsored by the Union Central Life Insurance Co., Cincinnati. Mr. White also writes the "Mahdi Magic Circle" for 15 midwest stations, and broadcasts in several character roles, including Dr. Petrie in "Fu Manchu" and the NBC Rin Tin Tin Thrillers.

JULIUS SEEBACH, director of program operations for CBS, was awarded a good luck medal by the Poor Richard Club of Philadelphia Oct. 26. The Poor Richard Club is composed of Philadelphia's most prominent advertising agency representatives. The medal was presented in apreciation of Mr. Seebach's speech on advertising made to the club the same day.

JOHN DE PAGTER, manager of WNAX, Yanktown, S. D., visited Chicago on business this month.

AL MASTEN, one of the best known musicians of the mid-west, recently became musical director of WSM, Nashville, Tenn. He was for several years musical supervisor at WOC-WHO, Davenport-Des Moines.

MARTIN B. CAMPBELL, manager of WFAA, Dallas, has been appointed to the faculty of the Advertising Institute of Dallas for the 1932-33 term. His lectures will include "The Technique of Preparing Radio Advertising" and he will conduct a student radio laboratory.

HAROLD HORTON, formerly chief announcer at KFRC, San Francisco, has succeeded Harry Geise as program director of KMTR, Los Angeles. He was previously with WOC, Davenport, Ia.

HAROLD TANNER, formerly of the anouncing and commercial staff of WXYZ, Detroit, has joined the commercial department of WJBK, Detroit. He will also announce special sponsored programs. Mr. Tanner has announced on several stations in the middle-west.

ALBERT G. CRANE, for many years a member of the national advertising staff of the CHICAGO DAILY NEWS, has joined the sales staff of WMAQ, Chicago.

BEHIND THE MICROPHONE

JOSEPH EMERSON, baritone, who has been heard in a variety of NBC broadcasts, has joined the staff of WLW, Cincinnati.

JACK KAY, whose "Sunshine Express" was a feature of WXYZ, Detroit, has joined the staff of WJBK, Detroit, and is presenting a half-hour program with "Kentucky Jack" Williams, who sings and plays a guitar. Kay does the announcing.

EDNA HALEY, formerly on the staff of WFI, Philadelphia, is now one of the featured artists at WIBG, Glenside, Pa.

LLOYD SOLBERG has taken over the directorship of the Totem Broadcasters Orchestra at KOMO, Seattle.

AUDRY FARNCROFT, formerly a vocalist at KPO, San Francisco, was married recently to Fred Scott, film and stage singer. She has been heard recently on programs of KFI, Los Angeles.

"MICKEY" (CARROLL) GILLETTE, until recently a saxophone player with KFRC, San Francisco, but lately with NBC out on the Pacific coast, now has a weekly program of his own called "Sax Appeal."

XUM

MEREDITH WILLSON is on a month's vacation from his orchestra conducting duties at NBC, San Francisco, to enjoy with Mrs. Willson an annual trip to New York.

FORREST BARNES, announcer of KMPC, Beverly Hills, Cal., is author and narrator of a Saturday series of "Famous Operas" now being featured on that station.

DON LINDLEY and Phil Stewart, of the staff of KYW, Chicago, are composers of a catchy new tune, "I've Heard That Story Before." Another of their compositions is "Just a Song of Old Kentucky," which Clyde McCoy and orchestra use as a theme song on NBC.

GLORIA CASPERSON, continuity writer at KJBS, San Francisco, was married late in October to Harry H. Wickersham at Santa Rosa, Cal.

PREPARATION

Makes or Breaks 90% of the Meritorious Cases Before the Federal Radio Commission

Your case prepared at great expense may be lost due to the lack of intelligent field investigation. These facts, properly prepared, will strengthen the evidence presented by your attorney.

Consult

W. J. CLEARMAN

Former Chief Investigator Federal Radio Commission

3824 Warren Street N. W.
Washington, D. C.

HARRY STEELE, radio editor of the CHICAGO EVENING POST until that publication was merged with the CHICAGO DAILY NEWS, Oct. 29, stepped into an announcing job at WLS, Chicago, immediately. Steele had been radio editor of the POST for the last eight months and had handled the paper's news broadcasts over WLS for the last year.

LYLE DE MOSS, formerly vocal staff member of KFAB, Lincoln, Neb., has been appointed a staff announcer. G. W. Vogt, former announcer of KFAB, has gone to KFBI, Abilene, in similar capacity.

HARRY WICKERSHAM, announcer at KJBS, San Francisco, and Gloria Casperson, former KJBS employee, were recently married.

BOB HALL, announcer at WOR, Newark, has returned to work after a serious illness that for a time threatened a major operation.

WALTER RUDOLPH, former musical director of KTAB, San Francisco, and later with Fox-West Coast Theatres, has returned to KTAB for a daily piano solo program.

FRED THOMAS, of the NBC San Francisco staff, was married recently to Nina Searles, Utah University graduate.

VAN FLEMING and Don McNeill, known as the "Two Professors" on the NBC Pacific chain, have gone to Chicago for an NBC "build-up." They were formerly sponsored by Quaker Oats Co.

ARTHUR JELL, California orchestra leader, known for his work via remote lines to several Los Angeles stations, died late in October at the naval hospital in San Diego of toxic poisoning.

BORN to John Lair, WLS, Chicago, and Mrs. Lair, a daughter, Oct. 21. Lair is announcer and producer for the Cumberland Ridge Runners.

Wins Diction Award

DAVID ROSS, announcer-poet of CBS in New York, is the winner of the 1932 radio diction award of the American Academy of Arts and Letters. The gold medal award was made to Ross at the Academy's Auditorium the afternoon of Nov. 10, both CBS and NBC carrying the program.

Ross received the unanimous vote of the six members of the awards committee, which is headed by Prof. George Pierce Baker, of Yale, and which includes Dr. John H. Finley, Prof. Bliss Perry, Prof. Irving Babbitt, Augustus Thomas and Robert Underwood Johnson. A native of New York, Ross began his career as a newsboy. He attended City College of New York and Rutgers University and later became an announcer for the old WGBS, New York (now WINS). He has been with CBS for four years.

The three previous winners were all NBC announcers, namely, Milton J. Cross, 1929; Alwyn Bach, 1930, and John Holbrook, 1931.

MEMBERS of the staff of KHJ, Los Angeles, have turned composers. J. C. Lewis, Jr., staff song writer, has written "A Million Dreams"; Albert Malott, organist, has written "Song of Hate"; and Felix Mills, saxophone player, composed most of the pieces for the "Omar Khayyam" series, now sponsored by the California Walnut Growers Association.

THELMA KESSLER, who has had radio experience on both NBC and CBS, has joined the vocal staff of WLW, Cincinnati. She is a soprano.

HOWARD TONN, continuity writer of KFXJ, Grand Junction, Col., and Mrs. Tonn are parents of a baby girl.

HEINE DORNER, tenor, has returned to the staff of KFOX, Long Beach, Cal., after an absence of three years.

ROLLA R. ROBERTS is now news commentator for the California state department of agriculture, which broadcasts from Sacramento once a week via KFRC and KHJ.

PAUL PIERCE has been appointed chief announcer at KRKD, Los Angeles. He joined the staff as an announcer several months ago.

RECENT ADDITIONS to the artists staff of WGAR, Cleveland, include Jack Douglas, formerly the "Night-watchman" of WJR; Bob Pierce, the original "Old Man Sunshine" of WLW, and Fred Jeske, formerly of WGN. Earl Rohlf, who has been with WGAR since the station first went on the air nearly two years ago, has formed a 12-piece studio orchestra.

FORREST BARNES is the newest announcer on the staff of KMPC, Beverly Hills, Cal.

ROBERT BARTHOLOMEW, former vocal director for KHJ, Los Angeles, and Miss Norraine Dawson, formerly on that station's vocal staff, will both be heard over KFOX, Long Beach, in a series of weekly memory programs.

THE HAPPY SISTERS (Alice Cornett, Daphne Stout and Doris Baynes), a feature on WDAE, Tampa, Fla., opened an engagement at the Tampa Theater in mid-October, according to L. S. Mitchell, manager of WDAE.

MAX FISHER and his orchestra, back from cross-country tour, are heard over KFAC, Los Angeles, nightly via remote from the Cafe Boulevard.

EZRA MACINTOSH, formerly at WJZ, New York, has joined the staff of WIP-WFAN, Philadelphia.

BARBARA DALE, author of a syndicated newspaper column entitled "The Highway to Happiness," started a series of daily broadcasts on the NBC-KGO network Oct. 10. She is known as an authority on personal charm.

ADDITIONS to the staff of KHJ, Los Angeles, are Don Smith, tenor, formerly of KFRC, San Francisco, and Lilyan Ariel, formerly pianist at KMTR, Hollywood, and KFI, Los Angeles.

TOM MITCHELL is again back with NBC, San Francisco, holding an early morning spot five days weekly.

TED MAXWELL and Bobbe Deane are doing Maxwell's new comedy serial "Life of the Reillys" over the NBC-KPO network. Though they have been married for a number of years and worked in stock for many seasons, this is their first dramatic work together.

HAROLD HORTON, once of KFRC, Los Angeles, is the newest announcer at KMTR, Hollywood. He will also act as program arranger.

BORN to Frank Westphal, conductor of the staff orchestra of WBBM, Chicago, and Mrs. Westphal, a girl, Nancy Lee, Oct. 23.

WAYNE, Al and Stoxie Vaughn, brothers, formerly of KMOX, St. Louis, have joined the artists' staff of WGAR, Cleveland.

IN THE CONTROL ROOM

HARRY SADENWATER, former supervisor of installation and tests for General Electric Co., and since 1930 with RCA Victor Co. as division engineer, has been promoted to sales manager of the engineering products division of RCA Victor, succeeding F. R. Deakins, who has joined the Victor Talking Machine Co. of Canada, Ltd., at Montreal, as executive vice president.

A. R. RAMBLE, formerly with the radio department of General Electric Co., is now chief engineer of WAAM, Newark.

HAROLD THOMAS, formerly with WEAN, Providence, has joined the engineering staff of WSAR, Fall River, Mass.

JOHN BURRELL, formerly with the Bell laboratories, has joined the operating force of KJBS, San Francisco.

ALFRED NILSON, engineer at WOR, Newark, recently gave an illustrated lecture on his five years on a Chinese junk before an audience at the Hotel George Washington, New York.

AARON SHELTON, of the WSM, Nashville, control room, won a silver loving cup as runner-up in the President's Cup golf tournament at the Oriental Club of Nashville.

The SOUTH leads the Nation in Recovery

(SEE "FORBES" NOV. 1st)

Concentrate in the territory where your sales possibilities are greater and immediate

878 FOOT RADIO TOWER

W S M

● NOW 50,000 WATTS

THE NEW GIANT SERVING A GREATER SOUTH

● Unlimited Time
● Cleared Channel

THE TALLEST AND MOST MODERN RADIO ANTENNA IN THE WORLD

W S M

NASHVILLE, TENNESSEE

Owned and Operated by the

NATIONAL LIFE AND ACCIDENT INSURANCE CO., Inc.

JOSEPH A. CHAMBERS, technical supervisor of WLW and WSAI, Cincinnati, was married Nov. 1 to Miss Cecelia Byron, of Ft. Thomas, Ky. Miss Byron is a sister of Edward Byron, former production manager of WLW and now associated with Scott Howe Bowen, Inc., in New York.

F. M. STARR, of the General Electric engineering department, Schenectady, has been awarded the $500 Alfred Noble Prize for his paper on "Equivalent Circuits" by the American Institute of Electrical Engineers. He is a 1928 electrical engineering graduate of the University of Colorado.

HYOGO MORI, professor of electrical engineering at Hyushu Imperial University, Tukuoka, Japan, was a guest of Howard Luttgens, division engineer of the NBC Chicago studios, in late October.

EIGHT ex-ship operators now in the engineering department of NBC in Chicago are boasting an aggregate of 47 years with NBC, though only the twelfth anniversary of broadcasting is being celebrated this month. Howard C. Luttgens, division engineer, has nine years to his credit, and Theodore E. Schreyer, assistant division engineer, has eight years, both having been with the old WEAF before it became the key of NBC. Five-year men are B. R. Donges, maintenance supervisor; Van Sykes, telegraph supervisor; E. C. Horstman and J. R. Miller, control room supervisor; R. W. Gallowat, assistant telegraph supervisor, and J. Penaz, telegraph operator.

OPERATORS of KFWB, Hollywood, have erected a short wave transmitter as a portable station with 250 watts and call letters of KIED. The short wave station carries its own portable gas generators and will operate on either a 12-foot hydrogen gas balloon taking aloft a half-wave vertical antenna or with the regular antenna thrown up by means of 75-foot duralinum masts. Pickup by KFWB for rebroadcast purposes will be made through the use of three receiving sets at separate pickup points.

NORMAN HURLEY, formerly chief engineer of WSPA, Spartanburg, S. C., has joined WAPI, Birmingham, and has been succeeded at WSPA by Robert Lingle, former operator at WRDW, Augusta, Ga. Robert Dorsey, junior operator at WSPA, has been transferred to WRDW, Augusta, Ga., as chief engineer.

ALLEN B. DuMONT, of the Dumont Laboratories, Montclair, N. J., read a paper on "Cathode Ray Tubes—Their Characteristics and Applications" before the Washington Section of the I. R. E., Nov. 10.

HARRY R. LUBCKE, director of television of the Don Lee System, Los Angeles, is author of a paper on his recent experiments with the reception of television images in an airplane, published in the November PROCEEDINGS of the Institute of Radio Engineers.

New G.E. Research Head, Nobel Prize to Langmuir

DR. WILLIAM DAVID COOLIDGE, senior associate director of the General Electric research laboratory at Schenectady, noted in radio for his work on high power electronic tubes, has been promoted director of the laboratory, succeeding Dr. Willis R. Whitney, who organized the laboratory and directed it for the last 32 years. Dr. Whitney retires because of ill health but will continue as vice president in charge of research.

Dr. Irving Langmuir, famous G. E. chemist, also noted for his work in radio, was announced Nov. 10 as winner of one of the 1932 Nobel Prizes.

ERIE IS THE NAME OF A LAKE

But—When We Moved

WLBW INTO ERIE

It Became a National Broadcast Market

WLBW—the call letters so familiar to the listeners of Northwestern Pennsylvania are now heard from ERIE instead of Oil City. This move nearer the center of this vast area's population was expressly authorized by the Federal Radio Commission, which recognized the economic need for the change.

WLBW serves a large, able-to-buy, responsive audience with a 17-hour schedule of Columbia programs, together with programs of network standard originating in its own studios.

WLBW *is the only network station heard consistently in Northwestern Pennsylvania.*

WLBW is located in *Erie,* the third most diversified city in the world, from the industrial standpoint. This diversification keeps the employment level far above average.

WLBW—Northwestern Pennsylvania's most powerful station, provides intensive coverage in the heart of this rich market. Its good service area includes 300,000 population, 55,000 radio sets and 28,000 telephones. Fifty-six per cent of the homes are owned by the occupants. Payrolls amount to $40,000,000. Bank deposits total $65,000,000. This prosperous audience is ready to spend more money for your product. **WLBW** has the means of helping you increase your sales and your distribution in this territory.

1000 Watts — Western Electric Broadcast Reproducing System — 1260 Kilocycles

WLBW

ERIE

BROADCASTERS of PENNSYLVANIA

EUGENE V. COGLEY
President
and
Managing Director

AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM

THE REED HOTEL
ON
Perry Square

Complete Western Electric Equipment

33 1-3 and 78 r.p.m. Double Turntables

Chicago Program Firm Split Into Two Services

FORMATION of a new program service and the dissolution of partnership in another program production firm in Chicago has been announced as effective Nov. 15. Bob White, actor and program producer, has withdrawn from partnership with Andres Selkirk in Radio Program Service, 333 North Michigan Avenue, Chicago, and now heads his own firm, Bob White Productions, sharing the same offices.

Selkirk will retain the old firm name and will continue in the production of musical programs. He is at present producing the Household Finance programs on NBC. White will confine his activities to dramatic radio productions with which he has been identified for the past five years. Assisting him will be George Redman, former continuity editor of the NBC Chicago division, and Hal Hudson, continuity writer, formerly associated with several Chicago stations.

At present White is associated with the "Roses and Drums" and "Dr. Fu Manchu" series on CBS, and the "Rin Tin Tin" program on NBC. In addition, he is producing three transcription series.

"Buck Rogers" on CBS As Kelloggs' Script Act

PROGRAMS adapted from comic strips are growing in favor among radio sponsors. The fifth such feature, adapted from the cartoon strip "Buck Rogers In The Year 2432," started on CBS Nov. 7 under the sponsorship of Kellogg's Corn Flakes. Initial outlets are WABC, WGR, WNAC, WHK and CKOK, with other stations scheduled later. Program is heard on Monday and Friday from 7:15 to 7:30 p.m., EST, for 60 weeks. N. W. Ayer & Son, Philadelphia, is handling the account.

Other comic strip scripts which have gone on the air are "Little Orphan Annie," "Skippy," "Meyer The Buyer" and "Joe Palooka." The latter recently was withdrawn, however.

Woodbury Switches

JOHN H. WOODBURY, Inc., Cincinnati, (Woodbury Soap) will switch from CBS to NBC-WJZ, on Jan. 4 for 26 weeks. The program will be carried each Wednesday from 9:30 to 10 p.m. with Donald Novis, Adele Ronson and Leon Belasco's orchestra. Novis is under contract to NBC's artists bureau. Lennen & Mitchell, New York, handles the Woodbury account.

HALF-WAVE ANTENNA PROVED

Edwin K. Cohan Cites Advantages Over Old Radiator After Year's Operation at WABC

THE HALF-WAVE vertical antenna, after more than a year of service for WABC, New York, has proved definitely its technical advantages over the conventional type of radiator, taking into account certain economic considerations, according to Edwin K. Cohan, director of technical operations for CBS.

Commenting on the results attained in the operation of the network key since the installation of the 665-foot boom-shaped mast and its new 50 kw. transmitter, Mr. Cohan declared the efficiency of the station has been increased 41 per cent. He pointed out, however, that the successful use of this single-tower radiator by WABC does not necessarily mean that it would be economically feasible for all stations to install them, since each individual station must weigh a number of factors before deciding whether the coverage gained by the use of the new system would warrant the financial outlay. In other words, he said, each case must be given "tailor-made" consideration.

Increases Efficiency

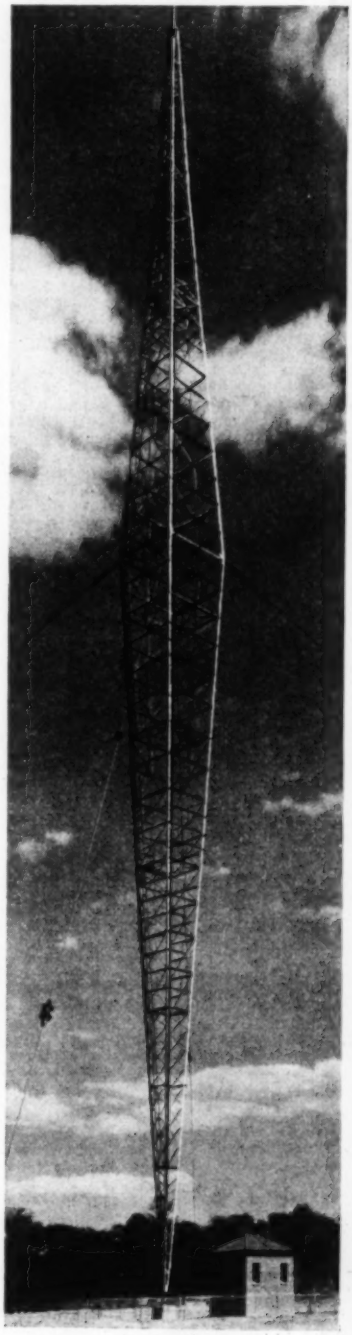
"WE ARE convinced," said Mr. Cohan, "that, subject to whatever economic limitations might exist, due to the necessary height of such an antenna for a given frequency, the improved results obtained within the local or primary area fully and completely justify the employment of this type of antenna, particularly in locations in which high attenuation, due to natural conditions, is an important factor.

"To draw an absolute conclusion between the relative efficiencies of the half-wave vertical radiator and the conventional quarter-wave antenna, it would of course, be necessary to have both types of radiating systems installed at the same location to permit direct measurements. Lacking this, however, it is possible to measure the efficiency of the half-wave vertical antenna and calculate with a high degree of accuracy, the expected efficiency of the conventional antenna. On this basis the WABC installation shows a 41 per cent increase in transmission efficiency above that obtained with the conventional type, which gives it the rating of the highest transmission efficiency of any 50 kw. installation in the country."

Not Best for All

BEFORE the installation, engineers had supposed that the high-angle sky-wave would be suppressed and the punch-producing ground signal emphasized through the use of the new antenna. On the contrary, Mr. Cohan finds after a year of operation that there is "no reason to anticipate a decrease in the so-called sky-wave radiation."

Mr. Cohan pointed out that it probably would prove economically inadvisable for some stations to install half-wave radiators at this time. Stations on low frequencies, for example, he said, would find it necessary to install extremely high masts to get the desired effects, with the result that a heavy outlay would be entailed. For small stations this cost might be entirely out of proportion to their earning capacity. Moreover, cities which do not have high attenuations have little technical need for the system. On the other hand, he said that if the cost comparison between the half-wave and conventional type of antenna is not a consideration, then the modern antenna is most desirable.



665-foot Mast of WABC

Where SALES Come Easiest in Wisconsin

A comparative analysis of the eight intermediate Wisconsin Markets having a population of one hundred thousand or more, shows JANESVILLE—

FIRST in per capita total retail sales—18.4% above the average; FIRST in retail food sales—35.5% above the average; FIRST in retail auto sales—19.5% above the average; FIRST in passenger car registration—8% above the average; FIRST in lumber and building sales—46.6% above the average; FIRST in radio set ownership per 1000 families—28% above the average; FIRST in assessable income—43.5% above the average; SECOND in bank deposits of the eight 100,000 Wisconsin Markets.

The Southern Wisconsin-Northern Illinois Market must be considered as a distinct market in itself covered completely by WCLO and the JANESVILLE DAILY GAZETTE. It lies well beyond the natural market area of both Chicago and Milwaukee. To produce the most satisfactory results at minimum cost, this market must be merchandised as a distinctly separate unit with unique characteristics and exceptional buying power.

WCLO, and ONLY WCLO, serves the two hundred and forty thousand peopled area of Southern Wisconsin and Northern Illinois.

Write for Your Copies of the Only Complete and Authenic Surveys of This Market

WCLO Latest Western Electric Transmitter
JANESVILLE, WISCONSIN
"THE NATIONAL ADVERTISERS' PROVING GROUND"

CBS May Turn Down Purely Local Accounts On WABC, Night-Time

CBS MAY follow NBC in refusing to take any accounts over its key station, WABC, for local broadcasts during night hours, according to Joe Hoffman, New York correspondent of BROADCASTING.

Heretofore when CBS has had open time during the dark hours, it signed clients who desired the WABC outlet only without any network hookup. NBC, on the other hand, did not permit a client to use either WJZ of WEAF, its key stations, during the night unless the client desired a hookup. NBC sells time locally on either station during the day, however.

CBS is reported to have an arrangement with Bi-So-Dol, now on WABC locally only with the "Wandering Boy" each Tuesday and Thursday, whereby the commercial agreed to use additional CBS stations a few weeks after broadcasting over WABC only. The program is on from 7:30 to 7:45 p.m.

WHEC, Rochester, Sold To Gannett Newspapers

PURCHASE of WHEC, Rochester, N. Y., by the Gannett Newspapers, which publish the ROCHESTER DEMOCRAT & CHRONICLE and TIMES-UNION, was announced early this month. Clarence Wheeler will continue to direct WHEC, and G. O. Wiig will remain as general manager. At the same time, it was definitely learned that, despite published avowals to the contrary, the ELMIRA SUN-GAZETTE, another Gannett newspaper will operate a studio in that city to feed commercial and other programs to WESG, the Cornell University station at Ithaca, under a lease arrangement with the university authorities, who, however, retain the station's license.

WESG's call letters now correspond to the newspaper's initials, having recently been changed from WEAI. The deal whereby WGLC, Glens Falls, N. Y., was to be taken over by the SUN-GAZETTE is understood to have been dropped, and that station Nov. 3 was authorized by the Radio Commission to move to Hudson Falls, N. Y. The Elmira studios of the Cornell station, which now definitely joins the commercial ranks, will be in the Mark Twain hotel in that city. It is a 1 kw. station on 1270 kc. The Gannett papers also have an interest in WOKO, Albany.

Another newspaper went into radio this month when the NORFOLK (Va.) LEDGER-DISPATCH purchased WTAR, Norfolk. Saxon Holt has been transferred from the newspaper to handle station advertising.

RCA Shows Deficit

THE THIRD quarter of this year showed a net deficit of $812,128 for RCA beyond all charges, taxes and depreciation, according to the quarterly report of David Sarnoff, president. This brought the deficit for the first nine months of 1932 to $592,723, against net income of $3,957,489. For the first nine months gross income from operations was $49,931,842 against $71,472,000 last year.

SPONSORS LAUDED
WOAI Awards Prize for Slogan In Praise of Advertisers

WITH the slogan, "Applaud the radio advertisers' programs through your patronage, and 'listen in' to the encores," H. Lawrence Casner, of Providence, Ky., won the $100 prize offered by WOAI, San Antonio, Tex., this month.

Station executives declared the contest on the basis of slogans entered was a great success. The goal of the contest was a slogan of 15 words which best expressed the fact that only through the patronage of radio advertisers could listeners hope for the continuation of radio entertainment.

THIRTY-EIGHT of the 65 drug and toilet goods manufacturers surveyed by the trade periodical, DRUG TRADE NEWS, reported that they have either increased or plan to increase their advertising appropriations.

Station Accounts Gain Despite Bans by Press

RADIO ADVERTISING on the half dozen New Orleans broadcasting stations is on the increase despite an agreement by the TIMES-PICAYUNE, STATES, TRIBUNE and ITEM to bar the word "radio" from their news columns. Radio programs have likewise been eliminated, but the Maison Blanche, local department store, has published programs of WSMB in its newspaper advertising, and Feibleman (Sears, Roebuck and Co.) those of WDSU in paid display advertisements.

Radio dealers are cooperating with the stations in the press-radio fight. The New Orleans stations are WWL, WJBO, WABZ, WJBW, WSMB and WDSU.

REMOVAL of WJW from Mansfield to Akron, Ohio, was authorized by the Radio Commission Nov. 3. Station will operate with 100 w. on 1210 kc.

Announcing to

ADVERTISING AGENCIES

the Opening of

BOB WHITE PRODUCTIONS

333 North Michigan
CHICAGO

A complete organization for the creation and production of DRAMATIC RADIO PROGRAMS. This organization is now associated with four network and three transcription programs.

BOB WHITE

H. HUDSON G. REDMAN

Similar results are the regular experience of WOR advertisers.

THE GREENWICH SAVINGS BANK

1356 BROADWAY AND SIXTH AVENUE
AT THIRTY SIXTH STREET

BOROUGH OF MANHATTAN NEW YORK CITY

October 27, 1932.

Station W O R
1440 Broadway
New York, N. Y.

Gentlemen:

We are pleased to enclose signed contract for another year. It is rather interesting to note that when we signed our first contract with W O R in 1930, it was for three months only, and we had no idea at that time of continuing the broadcasting after that, but the results have been most satisfactory and it is surprising to see the many interesting letters that still come to us each week.

Very truly yours,

COMPTROLLER.

EMC:EWB

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

Bamberger Broadcasting Company, Inc.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY . New York City

CHICAGO OFFICE • William G. Rambeau • 360 N. Michagan Ave. • Chicago, Ill.

F. A. Arnold Quits NBC To Join N. Y. Agency

Mr. Arnold

FRANK A. ARNOLD has resigned as director of development of NBC to become vice president of Albert Frank - Guenther Law, Inc., New York agency, in charge of broadcasting activities. Mr. Arnold had been with NBC post since its organization in 1926.

One of the pioneers in broadcast advertising, Mr. Arnold is the author of "Broadcast Advertising, the Fourth Dimension" and he was the first to deliver lecture courses on broadcast advertising offering college credits. Prior to 1926 he was for 10 years associated with the Frank Seaman Advertising Agency.

King for a Day

WJZ, key of the NBC blue network in New York, boosted its power from 30 to 50 kw., Nov. 8, for broadcasting the presidential elections under special authorization of the Radio Commission. On application of KXA, Seattle, which operates daylight only on 760 kc., WJZ's clear channel, for authority to operate during evening hours for the election returns, the Commission not only granted the Seattle request but also authorized the counter-request of WJZ. NBC engineers made exhaustive tests in New York's metropolitan area to measure the increase in coverage attained by the boost in WJZ's power, and also to ascertain whether the simultaneous operation of a 1 kw. station on one coast with a 50 kw. station on the opposite coast, would cause undue interference. Senator Dill (Dem.) of Washington, intervened in behalf of KXA.

Society Charges Hotels $1 on Each Loudspeaker

ONE DOLLAR a year per loud speaker is the royalty the American Society of Composers, Authors & Publishers proposes to charge hotels as performers of copyrighted music, according to a letter received by Frank A. K. Boland, general counsel of the American Hotel Men's Association, from E. C. Mills, ASCAP general manager. The hotel association has battled vigorously against any ASCAP assessment, Mr. Boland having described ASCAP as a "racketeering organization" at hearings before the House Patents Committee last session.

The $1 per year basis, it was said, will be assessed not only on loud speakers installed in rooms but those in dining rooms, tearooms, lobbies, and other places in hotels, as well as in barber shops, delicatessen stores, bootblack establishments and other small shops that use receivers. These places, it was said, are to be licensed just as though an orchestra in the flesh were performing the music.

Mr. Mills cited the Supreme Court decision in the Buck vs. Jewell Lasalle hotel case, which held that hotel radios actually perform for profit within the meaning of the copyright law, as giving ASCAP the right to charge hotels and other establishments for picking up copyright music. Copies of the letter, it is understood, have been sent to all hotel proprietors. The new license is to become effective Jan. 1, 1933, according to the Mills letter.

Symphonic Music Course for Youth Creates Good Will

Standard Oil Program Enrolls 1500 Schools in Fifth Year

A UNIQUE example of the contribution of commercial broadcasting to education is presented in a course in symphonic music appreciation sponsored by the Standard Oil Company of California under the title of the Standard School Broadcast. On Sept. 1 the program began its fifth year.

The program has as its object the building of good will rather than the effecting of immediate sales, according to H. H. Roberts, Standard Oil Company executive, Los Angeles. The only mention of the sponsor during the program, carried on the NBC-KGO network, is the bare statement that the School Broadcast is furnished by the Standard Oil Company of California.

"It is felt, however, that by reaching so many thousands of pupils in the schools with an interesting and educational program that we are making friends among the younger generation," Mr. Roberts stated. "Also many adults, especially women, listen to these music appreciation lectures and discuss them with the youngsters."

The course has grown from an original 72 schools in 1928 to 1,500 last season with pupils numbering more than 250,000. At least three universities will offer extension courses for credit this year on the basis of the Standard Symphony Hour, and many evening high schools are planning courses built around the Standard School Broadcast and the Standard Symphony Hour.

Two Programs Linked

THE STANDARD School Broadcast and the Standard Symphony Hour are definitely linked, the former dealing with compositions played by the full symphony orchestra during the Symphony Hour. This gives students an opportunity to observe and study compositions in the light of the information given during the Standard School Broadcast lessons.

The 1932-33 series of Standard School Broadcast lessons will deal with the history, theory and characterization of symphonic music, and during the second term will include modern and national music. As in the past, the Standard Oil Company of California will provide printed lesson material for the assistance of teachers. This material contains the full continuity of the radio lessons, including numerous illustrations presented by music engravings. The printed booklet also includes a bibliography, biographical notes on composers, historical data, numerous suggestions for correlation of the radio program with the other subjects, such as art, literature, geography, history, etc., and the activity project material.

THE NATIONAL Editorial Association has appointed L. M. Nichols, editor of the BRISTOW (Okla.) RECORD to head a committee to investigate alleged radio lotteries.

MODULATION METER

The Radio Research Company Modulation Meter represents a distinct step in advance in the field of instruments for Radio Telephony.

- 1. Measures and indicates **simultaneously** both **positive** and **negative** peaks.
- 2. Modulation is indicated **directly** on **meter.** No dials to work in operation.
- 3. Requires **small input.** Can be used on a **5-watt** or 50,000-watt circuit with equal accuracy.
- 4. Engineers pronounce it more **accurate** than an **oscillograph** under ordinary conditions.
- 5. Reads as **easily** and **rapidly** as a voltmeter.
- 6. Shows **negative** cut-off as well as positive over-modulation.
- 7. Indicates **1% with the same accuracy** as 100%.
- 8. "Carrier Balance" obtained **quickly, easily** and **completely.**
- 9. Permits analysis of **all circuits** even on **low level modulation.**
- 10. A typical **Radio Research Company** Instrument.

You will want to know more about this instrument.

SEND FOR ADDITIONAL INFORMATION TO:

RADIO RESEARCH COMPANY, Inc.

1204 Irving Street, N. E.

WASHINGTON, D. C.

COOPERATIVE ANALYSIS OF BROADCASTING

Third Year

PARTICIPATION NOW OPEN TO RADIO STATIONS

Write for price of latest annual report covering 418 stations in 150 cities and towns, and program data based on one-half million program mentions.

A booklet *"Station Area Studies"* will be sent on request describing the extension of the *Cooperative Analysis of Broadcasting* into an intensive county - by - county study of audience size, program and station preferences analyzed by age, sex, income class and location of listeners.

For price of latest national cross-section report—and for "Station Area Studies" booklet write

CROSSLEY, INC.

National Research Organization

25 West 43rd Street, N. Y., N. Y.

Kate Smith Makes Film, To Continue Broadcasts

KATE SMITH with a party of ten departed for Hollywood Nov. 9 to begin work for Paramount of a picture tentatively titled "Nice Girl." She is expected to return to New York about the first of January. While on the coast Miss Smith will broadcast for La Palina as usual, over CBS from KHJ, Los Angeles. Ted Collins, her manager, who accompanied her, will do the announcing. Jack Miller, her pianist, is also with her. Her orchestra leader, Nat Brusiloff, entrained for Los Angeles one week earlier to have a new orchestra ready by the time Miss Smith arrived. The Los Angeles musicians' union would not permit the Brusiloff orchestra to broadcast from their city. Wire charges for the La Palina broadcasts from the west coast, amounting to approximately $1,000 a week, will be paid by Paramount. Miss Smith is expected to make a personal appearance at the Paramount theater.

Radio With President

WITH President Hoover on his final campaign tour, which wound up in Palo Alto, were three members of the NBC Washington staff, who handled all his broadcasts for both NBC and CBS. They were Herluf Provensen, announcer; Albert E. Johnson, Washington division engineer, and William Chew, operator. Also with the presidential party was Paul Gascoigne, of the Chesapeake & Potomac Telephone Co., handling radio arrangements for the Republican National Committee.

Stokowski Hookup

BROADCASTING lines have been installed in the study of Leopold Stokowski, director of the Philadelphia Orchestra, so that he can talk to radio audiences via WCAU directly from his home instead of a studio.

AFTER refusing for years to list programs of any but its own station, WGN, the CHICAGO TRIBUNE last month adopted the policy of summarizing the programs of other Chicago stations.

POLITICAL SPONSORS! N.Y. Paper Suggests Advertisers Finance Campaign Talks

IN AN EDITORIAL Nov. 2, THE NEW YORK DAILY NEWS advocated that the radio part of the 1936 presidential campaign should be made self-supporting with commercial sponsors presenting political speakers in the same manner as entertainers. In part, the editorial follows: "The Hoover, Roosevelt, Smith, Mills, Hurley, etc., etc., speeches have this fall been far more interesting and popular than crooners, ham actors, lady baritones.

"Why don't the big radio advertisers sponsor radio programs starring the heavyweights of both parties?

"Imagine, for instance, what a hit it would make to have Frank Roosevelt on the Lucky Strike Hour some night, Mr. Hoover appropriately on the Camel hour, Ogden L. Mills (of course) on the Chesterfield hour, Andrew Mellon for Old Gold—and to the other cigarettes on whose names we can't think up puns we offer apologies.

"This is a real idea, and we are not kidding. We sincerely hope to see it put into effect in the next campaign. It is not only undignified, it is indecent, that our biggest national show should have to panhandle for its expenses."

Radio at Sing Sing

NEW YORK City radio editors, in cooperation with CBS, NBC and Perry Charles of WHN, New York, will stage a big radio show for the inmates of Sing Sing Dec. 18. It is planned to have the show run about two hours and to feature the biggest names on the air. Perry Charles usually stages a radio show at Sing Sing each year.

Sponsor as Announcer

J. M. ELZEY, owner of the Elzey chain of 20 stores in New Orleans, is himself going before the microphone over WABZ, New Orleans, to announce a daytime program sponsored by his company and featuring the sale of Budweiser malt.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

Announcing—

RADIO STATION WGNY

1210 Kilocycles .. .. 50 Watts

CHESTER, N. Y.

• A Radio Station Is No Larger Than Its Audience

To the Federal Radio Commission:

We express our appreciation for its recognition of Orange County's need for a high calibre local broadcasting station.

To Orange County's 150,000 People:

We pledge the character of broadcasting service previously unavailable in this area.

To the Broadcasting Industry:

We will strive to show that a local station, operated in accord with the highest ideals of the craft, has a true and indispensable place in radio.

To Advertising Agencies and Advertisers:

We will endeavor to prove that a station is no larger than its audience, and that WGNY will build a loyal, worthwhile audience in Orange County, a strictly agricultural community, which practically borders on the very metropolitan and manufacturing area of New York City.

33⅓-78 r. p. m. Turntables
Completely RCA Equipped

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

THE SMAX Co., Kansas City, (Smax breakfast food) is now sponsoring the "Tarzan of the Apes" transcription series over WDAF, Kansas City; KFH, Wichita, and KOMA, Oklahoma City, five nights weekly. Russell C. Comer Advertising Co., Kansas City, handles the account.

ASSOCIATION of American Soap & Glycerine Producers, 45 E. 17th St., New York, is sponsoring weather reports over numerous stations in the interest of anti-freeze mixtures for automobiles.

STANDARD OIL Company is sponsoring a comedy series, with Johnny Murray as master of ceremonies, on transcriptions titled "The Funfest," four nights weekly over WJR, Detroit.

"HONEY BOY and Sassafras," blackface transcription series, is now being sponsored six 15-minute periods weekly over CKOK, Detroit-Windsor, by Purity Bakeries, Inc., Detroit.

WATCH TOWER Bible & Tract Society on Nov. 13 renewed its transcription series, featuring talks by Judge J. F. Rutherford, Sundays, 10-10:15 a.m., to continue for one year over WNAC, Boston; WEAN, Providence, and WICC, Bridgeport. Account handled direct.

PENNSYLVANIA SALT Mfg. Co., Chicago, (Old Hickory smoked salt) is using WLS, Chicago, for Monday morning 10-minute programs of Southern songs by Red Foley for 13 weeks. Account is handled by L. M. Ramsey, Chicago.

STANDARD OIL of Indiana, through Stack, Goble Agency, Chicago, has contracted for five 15-minute evening musical transcriptions on WBBM, Chicago. Wieland Honey and Butter Corp., Chicago, (honey butter) is using the "Famous Chefs" recipes feature for five-minute periods weekday mornings for six weeks. Account is handled by Brisberne Advertising Agency, Chicago.

STANDARD SUPPLY Co., Chicago, (office supplies) has contracted for three evening periods weekly for an indefinite period on WJJD, Chicago, featuring Frankie Jaxon's orchestra and "Thirty Golden" Minutes, to run half hour periods, and "Billy Sunshine" for fifteen minutes. Account started Nov. 9 and is handled direct. Lithuanian Hour, sponsored by Chicago Lithuanian groups, has renewed contract for another year for half hour Sunday afternoons.

WNAC, Boston, reports the following new accounts: H. N. Hartwell & Sons, Boston, (Petro Karbon, new fuel product) Thursday evenings until May 18, featuring Lew Conrad and orchestra and interviews by "Tip" O'Neill, police reporter, handled by Dowd & Ostreicher, Boston; Maryland Pharmaceutical Co., Baltimore, (Rem) daily weather reports until April 1, through Joseph Katz, Baltimore; Reid, Murdoch & Co., Chicago, (Monarch foods) male quartet and cooking talk, transcription, Friday and Saturday mornings until Dec. 31, through Rogers & Smith, Chicago; Phoenix Hosiery Co., Milwaukee, orchestra, transcription, Fridays until Nov. 18, through Scott Howe Bowen, New York; Rumford Chemical Co., Rumford, R. I., cooking school via transcription, Tuesday and Friday mornings, until April 14, through Atherton & Currier, New York.

WMAQ reports collegiate football game broadcasts, formerly sponsored by Chesterfield Tailors, Inc., Chicago, are now presented by the Northwestern Yeast Co., Chicago; account handled by MacFarland, Hays & Co. Stokely Brothers, Louisville, (canned vegetables) began a 26-week series of electrical transcriptions on Oct. 21, Fridays, 10-10:15 a.m., through Gardner Advertising Agency, St. Louis. Klee Brothers, Chicago, (clothiers) on Oct. 14 began sponsoring the 15-minute evening broadcast of Marian and Jim, 13 weeks, through E. H. Brown Advertising Agency, Chicago. WMAQ also reports three series of announcements, one by the RCA Radiotron Co. (Chicago office), another by the U. S. Cold Storage and Ice Co., Chicago, and the third by the Central Wholesale Grocers, Inc., (Chicago). Delvin & Bennett handled the last named account. General Foods Corp. on Nov. 2 began sponsoring "Today's Children" for five mornings a week; account handled by Young & Rubicam, New York.

NEW ACCOUNTS reported by KYW, Chicago, include: Oak Ridge Mauseleum Co., Chicago, for Oak Ridge Abbey, 15-minute transcriptions of classical music Sunday afternoons; handled by Jewel F. Stevens, Chicago. Wieland Honey & Butter Corp., Chicago, using 29 five-minute periods four days a week began Oct. 25; handled by Brisberne Advertising Agency, Chicago. Charles L. Phillips Chemical Co., (Phillips milk of magnesia) using 150 fifteen-minute periods five afternoons a week with "Penrod and Sam" transcriptions, began Oct. 3; handled by World Broadcasting System. Leo Phillipe, Inc., (cosmetics) presenting 15-minute transcriptions for 13 weeks, began Oct. 23; handled by World Broadcasting System. Institute of Certified Beauticians, Chicago, (beauty shop operators) using 15-minute afternoon programs for indefinite period.

BI-SO-DOL Co., New York, on Oct. 13 began the "Wandering Boy," Tuesdays and Thursdays, 7:30-7:45 p.m., over WABC, New York. Blackett-Sample-Hummert & Gardner, New York, handles the account.

STRASSKA LABORATORIES, Los Angeles, (toothpaste) and Robert P. Gust Co., Los Angeles, have placed accounts on KPO, San Francisco. Strassska account started Nov. 14 with "Rajput, Hindu Secret Service Agent," serial transcription, three times weekly, handled by Smith & Drum, Los Angeles. Gust account is renewal, daily except Sunday, from Jan. 2, with Julia Hayes' "Helpful Hints to Housewives," handled by Erwin, Wasey & Co., Los Angeles.

THE ROMAN MACARONI Co., Long Island City, has taken over the sponsorship of "The Five Minute Serenaders," formerly the Palm Beach Troubadors, on WINS, New York, Wednesday, Thursday and Friday, 11:45 a.m., EST.

THREE MINUTE CEREALS Co., Cedar Rapids, Ia., has contracted for a 13-week series of transcriptions, "The Secret Three," featuring Ben Potter, boy detective, to run daily except Saturday and Sunday, over WBAP, Fort Worth, Tex. Blackett-Sample-Hummert & Gardner handles the account.

PHILADELPHIA Electric Co. is sponsoring two half-hour periods weekly over WCAU, Philadelphia, featuring Harold Micklin's orchestra, the Wanders male quartet and Ham Dalton as master of ceremonies.

NETWORK ACCOUNTS

ANDREW JERGENS Co., Cincinnati, (Jergens lotion) on Dec. 4 will present Walter Winchell, Broadway columinst, for 26 weeks over NBC networks, Sundays 9:30-9:45 p.m. for basic WJZ net and 11:15-11:30 p.m. for western stations. Account is handled by J. Walter Thompson Co., New York.

R. L. WATKINS, New York, (Dr. Lyons toothpaste) on Nov. 6 started a 13-week series over the following NBC stations: WJZ, WBAL, WMAQ, KWCR, KWK, WREN, KOIL and WHAM, with WBZ-WBZA added Nov. 13. Program is heard Sundays, 3:30-4 p.m., and is titled "Manhattan Merry Go Round" and features Jean Sargent, Scrappy Lambert, Frank Luther, David Percy and Gene Rodemich's orchestra. Blackett-Sample-Hummert & Gardner, New York, handles the account.

VICK CHEMICAL Co., Greensboro, N. C., (Vick's Vapo-Rub) on Nov. 2 started a 13-week series over the basic NBC-WEAF network, with SW, NW, SC groups and KOA added. Program is titled "The Romantic Bachelor," and features orchestra and baritone. It is heard Wednesdays, 11:30-11:40 a.m. Young & Rubicam, New York, handles the account.

BORDEN Co., New York, (evaporated milk) on Nov. 4 started a series of 9 broadcasts of the "Borden Program," featuring the Radio Household Institute's food talks, over the following NBC stations: KGO, KFI, KGW, KOMO, KHQ, KFSD and KTAR. Program is heard Fridays, 11:30-11:45 a.m., PST. Young & Rubicam, New York, handles the account.

PHILADELPHIA Storage Battery Co., Philadelphia, (Philco radios) returned to CBS Nov. 26 for a series of five broadcasts by the Philadelphia Orchestra under the direction of Leopold Stokowsi; to be heard Saturday nights, 8:15-10 p.m., Nov. 26, Dec. 17, Jan. 7, March 18 and April 1. The basic 22-station CBS net with 18 added stations will carry this program. F. Wallis Armstrong Co., Philadelphia, handles the account. (The Philadelphia Orchestra is also under a sustaining CBS contract for 11 intermittent one-hour Friday night broadcasts until April 1.)

SMITH BROTHERS Co., Poughkeepsie, N. Y., (cough drops) has changed its contract date for special NBC-WJZ network, moving up starting date to Oct. 30 to run for 20 weeks to March 12; program is "Trade and Mark," heard Sundays, 9:15-9:30 p.m. Tercher & Sheldon, New York, handles the account.

GEORGE W. LUFT Co., Long Island City, N. Y., (Tangee beauty products) has changed schedule for its "Tangee Musical Dreams" so that since Nov. 8 it has been heard Tuesdays, 7:15-7:30 p.m., EST, on WJZ, WBZ, WBZA, WBAL, KDKA, and special network from Chicago west.

KELLOGG Co., Battle Creek, (food products) on Nov. 7 began a 60-week series of CBS programs titled "Buck Rogers in the Year 2432," 10 stations carry account for 47 weeks and 5 for 13 weeks; heard daily except Saturdays and Sundays, 7:15-7:30 p.m. N. W. Ayer & Son, New York, handles the account.

THE EX-LAX Co., Brooklyn, N. Y., (Ex-Lax laxative) on Nov. 15 starts "The Magic of a Voice," script act, on 22 CBS stations, Tuesdays and Saturdays, 8:15-8:30 p.m. With Elsie Hitz and George C. Bowman taking the principal roles, the scrips deal with a romance carried on entirely over the telephone. The Joseph Katz Co., New York, handles the account. (Programs will be omitted Nov. 26, Dec. 17, Jan. 7, March 18 and April 1 for the Philadelphia Symphony concerts sponsored by Philco.)

PHILLIPS PETROLEUM Co., Bartlesville, Okla., (gas and motor oil) on Nov. 14 began "Phillips 66 Flyers" orchestra, daily except Sunday, 7-7:30 p.m., over 5 CBS stations—WCCO, KMOX, WMT, KFH and KOMA, with KFH omitted Wednesdays and Fridays. Lambert & Feasley, Inc., New York, handles the account.

WESSON OIL Co., New Orleans, (salad oil) has renewed for another 52 weeks its once weekly half-hour program over the NBC-KGO network. The Fitzgerald agency, New Orleans, handles the account.

W. H. GRAHAM Corp., Boston, (funeral directors) has contracted for 4 Yankee Network stations, Nov. 27 to May 21, for Sunday program to be determined and to be heard 9:15-9:45 a.m. Sundays. Stations are WNAC, WEAN, WORC and WMAS. Account handled direct.

THE PEBECO Playboys, who have been broadcasting on WABC, New York, added a 20-station CBS hookup Nov. 8 for broadcasts each Tuesday, 11:15-30 a.m. They will continue to be heard on WABC Monday, 7:45-8 p.m. Lehn & Fink Products Co. sponsors the program.

THE ACME White Lead and Color Works, Detroit, started "Smiling Ed" McConnell Nov. 6 over CBS, originating from WKRC, Cincinnati. Program to be carried Sunday, 2-2:15 p.m., EST.

PARAFFINE COMPANIES, Inc., San Francisco, on Dec. 8 begins "The Jordans," dramatic sketch, over 7 NBC-KGO stations, Thursdays, 9:45-10 a.m., PST. Emil Brisacher & Staff, San Francisco, handles the account.

CARNATION Co., Seattle, has extended its "Crosscuts of the Log o' Day" program on 5 NBC-KGO stations to run 30 minutes daily except Saturdays and Sundays, 8:30-9 a.m., PST, instead of 15 minutes, as previously, due to demand from listeners; new schedule started Oct. 31. Erwin, Wasey & Co., San Francisco, handles the account.

JOHN H. WOODBURY, Inc., Cincinnati, (soap) on Jan. 4 begins Donald Novis, Adele Ronson and Leon Belasco and orchestra over a special NBC-WJZ network, including the Mountain and Orange groups, Wednesdays, 9:30-10 p.m., for 26 weeks. Lennen & Mitchell, New York, handles the account.

FOLLOWING changes in program schedules are announced by NBC: Stephano Brothers "Rameses Program" from Nov. 8 is being heard Tuesdays, 6:15-6:30 p.m., over NBC-WJZ; Pepsodent Company's "Amos'n' Andy" and "Rise of the Goldbergs" is being heard daily except Saturdays and Sundays after Nov. 7; Swift & Co. "Garden Hour" has postponed starting date from Jan. 29 to Feb. 19, 1933, and will run 10 instead of 14 weeks, on NBC-WEAF; Porto Rican American Tobacco Co. "El Toro Week End Review" after Nov. 21 will be heard Mondays, 8-8:30 p.m., over NBC-WJZ network with SC and other added groups.

PUBLISHED reports that the CHICAGO TRIBUNE, operator of WGN, has purchased WXYZ, Detroit, are denied by officials of that newspaper.

AGENCIES AND REPRESENTATIVES

KENNETH COLLINS, executive vice president and director of publicity of R. H. Macy & Co., New York department store, and regarded as one of the outstanding figures in the retail advertising field, has resigned to form his own agency. It will be known as Kenneth Collins, Inc.

SCOTT PERKINS of the Hanak, Klein & Leahy agency, San Francisco, is recording with MacGregor and Sollie the "Kenya Bill" serial he produced on NBC last year.

GREEN FULTON, Cunningham Co., Chicago, now handles the accounts of Boyer International Laboratories, (cosmetics) the Schutter-Johnson Candy Co. and the Vitrolit Co., all of Chicago.

EMIL BRISACHER and Staff, San Francisco, announces the promotion of Robert T. Van Norden to vice president and the appointment of Nathan Danziger, former newspaper advertising man, as a company executive.

KIRTLAND-ENGEL Co., Chicago, has been given the accounts of the Cudahy Packing Co., Chicago, (Puritan hams, bacon and lard and Clix shortening), the National Kraut Packers Association, Clyde, O., and the National Pickle Packers Association, Chicago.

PETER HILTON is now in charge of publicity for the radio department of Lord & Thomas. Joe Hill, who formerly held that position, resigned. Mr. Hilton was assistant to Mr. Hill when the latter had charge of the publicity department.

BOB ROBERTS, heading his own radio advertising firm, has returned to San Francisco after placing radio accounts for the Scientific Laboratories of America, (Reduceoids) and Sanitary Products Co., (Mayo perfumes). Scientific Laboratories is using spot announcements and 15-minute periods on KWK, WPT, KSPT, WIP, WFAM, WKY, WDAY, WGDY, WJR, WGES, WJJD, WEBC, WIFM, WHB. WOC, WHO, KFWB, KMTR and KYA. Sanitary Products is using 15 stations throughout the country for two months for spot announcements.

RUTHRAUFF & Ryan, Inc., through its New York office handles the account of Dorothy Gray, New York, (facial aesthetics) and through its Chicago office the account of Armand Co., Des Moines, (toilet goods).

COOLIDGE Advertising Co., Des Moines, is placing the advertising of the Western Grocer Co., Marshalltown, Ia., (Jack Spratt food products).

PROSPECTS

COOK PAINT & VARNISH Co., Kansas City, makes up lists during November, including radio. W. Jones is advertising manager, and advertising is placed by Ferry-Hanly Advertising Co., Kansas City. Annual appropriation for all media is $125,000.

C. H. HOLFORD, Minneapolis, (inhalers) will use radio with newspapers, magazines and direct mail in a campaign to be handled by Kraff Advertising Agency, Minneapolis.

JAMES HEDDON'S SONS, Dowagiac, Mich., (fishing rods, baits and reels) makes up lists during November and December, using radio with other media. M. F. Jamar, Jr., is advertising manager. Account is handled by Rogers & Smith Advertising Agency, Chicago. Annual advertising appropriation is $25,000 to $50,000.

BERRY BROTHERS, Inc., Detroit, (varnishes, enamels and lacquers) makes up lists during November and December, using radio with other media. C. L. Forgey is advertising manager. Advertising is placed by Maxon, Inc., Detroit.

VITROLITE Co., Chicago, (Vitrolite for wall coverings, table and counter tops, etc.) makes up lists during November and December, using radio with other media. Frank Sonn is advertising manager. Account is handled by Green, Fulton, Cunningham Co., Chicago.

SANZ OF CANADA, Toronto, a new company formed to market a refrigerator unit called Sanz for correcting food odors, plans to use radio with newspapers in a campaign to be directed by Mitford Advertising, Ltd., Toronto.

FAMOUS MINERAL WATER Co., Cleveland, (crystal salts) will use radio with newspapers in a campaign to be handled by Ralph W. Sharp, Inc., Cleveland.

ROCHESTER PACKING Co., Rochester, and Albany Packing Co., Albany, affiliated packers of sausage and pork products, are planning a newspaper-radio campaign for 26 weeks, to be handled by Stewart, Hanford & Frohman, Inc., Rochester.

Auditioning Holtz

A PROGRAM consisting of Lou Holtz, Jean Sargent and Fred Berrin's orchestra is being auditioned by CBS for general agencies. Holtz has been attempting to get into radio for a long time but without success. Miss Sargent is currently on an NBC commercial.

385 minutes of broadcasting on WLS produced 46,925 requests for a free seed catalog. This remarkable showing for a seed company is still another proof of the responsiveness of the WLS audience.

This is why WLS should be most carefully considered in the preparation or contemplation of any merchandising and advertising plan designed to reach the rich mid-west agricultural trade area.

50,000 WATTS — WLS — 870 KILOCYCLES

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

Main Studios and Offices: 1230 W. Washington Blvd., Chicago

MODERNIZED

The TESTED SPOT for TEST PROGRAMS

To give the Advertiser MAXIMUM COVERAGE, from New Western Electric Dynamic Microphones to the Newest Accomplishment of the Bell Laboratories in Broadcast Transmitters, KMBC Equipment is Modernized.

To give the Advertiser MAXIMUM CIRCULATION, from Creation and Production of Programs to the Effective Merchandising Thereof, KMBC is Departmentally Modernized.

THE MIDDLE-WEST'S OUTSTANDING BROADCASTING STATION

KMBC

A KEY STATION OF COLUMBIA BROADCASTING SYSTEM.

KMBC of KANSAS CITY

O. K.

Advertising Age!

This matter of keeping up with plans in the advertising business through personal calls is enough to put blisters on your soles and wrinkles in your budget—particularly if you want to be included in those plans. Right there is where ADVERTISING AGE, The National Newspaper of Advertising, can help you and save you time and money.

Every Monday morning it arrives on the desks of thousands of important advertising men who read it because it performs an exclusive service for them in bringing news of what's happening in advertising the country over.

ADVERTISING AGE is constantly giving national advertisers and agencies news of radio advertising, thus calling their attention to its possibilities for their own use.

By presenting your selling message to these men through the pages of ADVERTISING AGE, you can make that message an important part of the live information they use in laying out their plans.

Consistent presentation of the facts you want them to have when decisions are being made assures you of receiving preferred consideration.

We'll gladly send you a sample copy of ADVERTISING AGE so that you can see for yourself what an ideal background of live interest news is provided for your advertising messages. Write for additional information you may want about—

Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING

537 S. Dearborn St. Chicago

407 Graybar Bldg. New York City

PROGRAM NOTES

THE M. J. B. Coffee Co. moved its Monday night dance program on Nov. 14 from KFI, and the Ambassador Hotel, Los Angeles, to KGO and the St. Francis Hotel in San Francisco, with Ted Fiorito getting the music assignment. John P. Medbury, master of ceremonies, will travel to San Francisco each week for the program.

THE SINCLAIR MINSTRELS, on NBC, will celebrate its 200th broadcast on Nov. 21 with a special birthday program.

METROPOLITAN Opera will be back on the air Thanksgiving Day, Nov. 24, when the NBC resumes its broadcasts of regular performances from the stage of the Metropolitan Opera House in New York, M. H. Aylesworth, president of NBC, has announced.

KQV, Pittsburgh, is cooperating with the Pittsburgh public schools in a radio educational program inaugurated this fall. The first course is in music, and six half hour periods are to be broadcast each Wednesday. The plan for these programs was developed by Ben H. Graham, superintendent of schools, and program direction is under Dr. Will Earhart, director of music in the schools. Dr. Earhart was a member of the NBC advisory board which inaugurated the Damrosch Musical Appreciation Hour.

THE ROCHESTER Philharmonic Orchestra opened a series of five matinee concerts Nov. 10 over NBC-WJZ and keyed from WHAM, Rochester. Subsequent concerts are on Nov. 17, Jan. 12 and 19 and Feb. 9.

ARNOLDS, Los Angeles department store, early in November ran a remote line to KFAC for a thrice weekly daytime broadcast direct from the store. Entertainment features Billy Evans and his "Penthouse Serenaders." Preliminary to the broadcast a style show is held for the visible audience. Store management believes that a larger audience will be created by having merchandise announcements and special bargains broadcast directly from the store, instead of in the form of spot or floating announcements from the station.

A PROGRAM of hitherto unheard music by Soviet composers was broadcast Nov. 6 by WINS, New York, on the 15th anniversary of Lenin's coup in assuming control of Russia. Recordings of famous Soviet musical organizations were heard.

"SYMPHONIC RHYTHMS," a translation of popular fox trots and waltzes into symphonic strains, is the most recent program on WSM, Nashville. A 14-piece orchestra plays the music under the direction of Beasely Smith.

JAMES F. HOPKINS, general manager of WJBK, Detroit, recently removed all sopranos with the exception of Lucylle Johnson, lyric soprano, from the programs of that station. It is his belief, he said, that sopranos are not in the favor of the public in general.

"MOODS MODERNE" series from KHJ, Los Angeles, has started its winter series with a weekly concert featuring compositions of its own staff artists. Felix Mills, saxaphone player, who also wrote themes for the "Omar Khayyam" series, was first honored; followed by Don Clark, former saxaphone soloist with Whiteman's band, Leigh Harline, organist, and others.

THE AMATEUR Musical Club of Peoria, Ill., sponsors a weekly program on WMBD, presenting the works of local composers. The feature has brought to light much material, both published and in manuscript form.

SPONSORED by the local public library, WRC, Washington, is carrying a series of weekly late afternoon book review periods.

THE OHIO SCHOOL of the Air became a regular feature on WHK, Cleveland, on Oct. 19, being broadcast at 9:15 a.m. on Monday, Tuesday, Wednesday and Thursday. Arrangements have been made with the Ohio Department of Education to use material identical with that presented over WLW, Cincinnati.

TRAILERS of motion pictures coming to local theaters are being featured over WOL, Washington, being presented by its own stock company. the Northern Dramatic Co. A notable performance recently was a radio version of the film "Grand Hotel." Ronald Dawson directs this company and writes all its scrips in collaboration with C. M. Roach, whose continuities have been used on many stations.

A JEWISH Mother Goose series, sponsored by a food company, is one of the Sunday noon features of WMCA, New York.

THROUGH special arrangement with the American Fiction Guild, WAAF, Chicago, is presenting each Sunday a dramatization of a story taken from one of several magazines. David Itkin, dramatic teacher at De Paul University, is directing the plays, and the cast is recruited from the university's dramatic laboratory.

LAMBDIN KAY, director of WSB, Atlanta, was master of ceremonies of the third international radio party broadcast over WIOD and its short wave adjunct on Nov. 2 and 3. J. B. Rice, director of radio activities of the Advertising Club of Miami and president of the International Radio Club, under whose auspices the party was arranged, and Jesse H. Jay, head of WIOD, also participated.

OPEN FOR CONTRACT—PEAK TIME

on the Nation's Capital Station

WMAL WASHINGTON D. C.

WMAL COVERS THOROUGHLY ONE OF THE MOST WEALTHY MARKETS IN AMERICA

—A stable market whose high purchasing power has not been as severely affected by the Depression as have most other communities . . . .

—A market in which it has brought consistent sales results to its national and local advertisers . . . .

Western Electric BROADCAST REPRODUCING SYSTEM

"EDUCATIONAL Highlights," a series of programs designed to acquaint the public with local colleges, private and public schools, is being broadcast three nights a week by WGAL, Lancaster, Pa. The programs are developed by the educational institutions.

KNX, Hollywood, has one of the oldest features on the air in the "Royal Order of Optimistic Donuts" program, produced and directed by Jack Carter, which in October completed 410 consecutive weeks of success.

WGAR, Cleveland, has a permanent line into the city hall with a microphone on Mayor Miller's desk. When topics of city-wide interest are spot news, the station is on the job for an official statement from the city's chief executive.

CELEBRATING the tenth anniversary of their first broadcast from the Capitol Theater, New York, Major Bowes and the Capitol Family will stage an anniversary program on NBC-WEAF from 11:30 a.m. to 12:30 p.m., Nov. 20.

UNIVERSAL RADIO Productions, Chicago, established a new high in speed of recording programs "off the air," recently. The Fu Manchu program was recorded in its entirety, then two copies of the original set of records were made, and within an hour after the program had left the air, Sax Rohmer, the author, and the entire cast were listening to their own voices, via Universal records.

STATION NOTES

AN ULTRA-MODERN kitchen, handsomely appointed as well as efficiently arranged, recently was completed in the studios of WSM, Nashville, for use in the semi-weekly broadcasts by Mary Lyles Wilson. Housewives are admitted to the kitchen during broadcasts.

KFXM, San Bernardino, Cal., late in October inaugurated its usual winter series of DX programs on Saturdays from midnight on (PST) with a three-hour broadcast. Although the station operates on only 100 watts power, its studio director, Eugene W. Lee, states that KFXM annually receives fan mail from all points of the United States during the DX "season."

AN INAUGURAL program marked the occupation Oct. 26 by WWL, New Orleans, of its new $100,000 studios in the Roosevelt Hotel. Studio equipment is RCA throughout. WWL is owned by Loyola University and is operated by the non-sectarian Loyola Development Co., of which Capt. A. C. Pritchard is general manager, D. S. Foster, sales director, and the Rev. Wallace Burk, S.J., Loyola faculty advisor.

KMOX, St. Louis, extended its daytime rates one hour on Nov. 1. Class A, night rates, now go into effect at 7 o'clock each week day and at 4 p.m. on Sunday. The same ruling applies to Class B daytime prices and A and B transcription rates.

QUEEN CITY Broadcasting Co. is the new corporate name of WRBQ, Greenville, Miss., which is now headed by Milton C. Goldstein and Homer Schoonover, the latter directing programs and acting as chief announcer. Buddy Hebert, formerly with WMC, Memphis, is now with WRBQ.

EQUIPMENT

THE REMLER Co., Ltd., San Francisco, reports that the following stations are using its new condenser microphone: KGDM, KTAB, WCAZ, WSEN, WTJS, WMAZ, KONO, XEJ, WEBQ, WOAI, WLTH, WMBG, WAWZ, KUJ, KFPW and the San Francisco and Lansing police departments.

ORDERS were recently placed with Western Electric Co., New York, for $100,000 worth of newly designed aviation radiotelephone equipment by the United Air Lines, American Airways, Transcontinental and Western Air Lines, Western Air Express and National Parks Airways.

SATISFACTORY tests are reported of new radio facsimile equipment for the daily reception of weather maps on the last round trip of the S.S. President Harding between New York and foreign ports. Tests were conducted through the cooperation of the U. S. Weather Bureau, RCA and the United States Lines.

UNIVERSAL Microphone Co., Inglewood, Cal., has issued booklet on "The Use and Care of Microphones" and "Simplified Home Recording," for which a mailing charge of ten cents each is made.

KPO, San Francisco, key of the NBC-KPO network, will go on the air with 50 kw. in April, 1933, according to Don Gilman, Pacific vice president of NBC. It will be built by General Electric Co. about four miles east of Belmont, near the shore of San Francisco bay. The station house will be completed before the end of this year.

AN ULTRA-MODERN transmission plant to be used by KOIN, Portland, Ore., is scheduled to be completed in November. The new transmitter building is to be two stories high, fireproof and waterproof, and of modernistic design, according to C. Roy Hunt, general manager. The ground system and mechanical arrangements were planned by Victor S. Carson, chief engineer, and the construction work is under the supervision of P. J. Van Bruggen, KOIN superintendent.

Reach the Wealthiest Market in the World

Through

BROOKLYN LONG ISLAND **WLTH** NEW YORK NEW JERSEY

100% Modulated

Covers
Concentrated Buying Area
Stable Market
Established Listening Audience

Specializes
Foreign Language Programs, in Jewish, Italian, German, Polish
Children's Programs

Transcriptions
Turn Tables

Merchandising
Service

1400 Kilocycles 500 Watts Brooklyn, N. Y.

"THE VOICE OF BROOKLYN"

A Modern Transmitter Is No Guarantee of a Distortion-Free Signal

■ Even well designed modern transmitters are capable of serious modulation distortion if some simple maladjustment—wrong value of grid bias, for instance—occurs. Modulation distortion becomes a particularly flagrant difficulty as the percentage of modulation is pushed closer and closer toward 100%. Asymmetry of the carrier modulation (i.e. unequal percentage modulation on positive and negative peaks) is only one of these troubles.

■ Protection against modulation troubles is best secured through a daily routine check on the transmitter with a General Radio modulation meter. This instrument not only measures percentage modulation on both positive and negative peaks, but it can show shifts of the average amplitude of the carrier during modulation and non-linearity of the modulation system. It operates from power picked up in the antenna circuit and its indications are, therefore, independent of conditions within the transmitter.

■ A useful auxiliary, the distortion-factor meter, makes it possible to measure the amount of distortion occurring in the entire transmitter from speech circuit to antenna.

Write for more data on our method of checking transmitter distortion.

OTHER INSTRUMENTS
By General Radio
Frequency Monitor
Volume Indicator
Volume Controls
Audio Transformers
Distortion Meter
Piezo-Electric Quartz Crystals

GENERAL RADIO CO.
INSTRUMENTS OF PRECISION AND DEPENDABILITY
CAMBRIDGE A, MASSACHUSETTS

63%

OF ALL OMAHA LISTENERS PREFER

KOIL

To this overwhelming popularity, advertisers attribute KOIL's remarkable pulling power, its ability to make profitable sales even in these times.

KOIL FACTS: Only full-time station in Nebraska and Iowa of 1000 watts or over. Complete continuity and merchandising service. Two announcer system. Average daily schedule—18 hours. Write for details, new low rates.

Affiliated with NBC's Blue Network

KOIL
OMAHA

THE TEST STAT.ON

"Voice of Barnsdall—the World's First Refiner"

COMMERCIAL DEPT., • OMAHA, NEB.

Dill, Davis Seen Radio Powers

(Continued from page 8)

the Senate have indicated they may seek to have accomplished even during the forthcoming "lame duck" session in order to expedite action on important pending legislation.

Rep. Schuyler Otis Bland, of Hampton, Va., becomes the new chairman of the House Committee on Marine, Radio & Fisheries after March 4, succeeding Rep. Davis, who was defeated in the primaries. But Rep. Davis, author of the Davis equalization amendment, is prominently mentioned for the Radio Commission and its chairmanship. Being from the third zone of southern states, he would necessarily have to succeed Judge E. O. Sykes, whose term expires on Feb. 23, and who many believe will be reappointed. Incidentally, Rep. Davis is an elder brother of Norman H. Davis, a leading banker who has been serving on the Geneva disarmament delegation and who is prominently mentioned as Roosevelt's Secretary of State.

Hoover Action Awaited

THE COMMISSION situation is still up in the air. Now that the smoke of political battle has cleared away, it is likely that the vacant fourth zone commissionership caused by the resignation last July of General Saltzman will be filled by President Hoover, unless indeed the President wants to recommend cutting the radio board to three members.

As things now stand, with President Hoover retiring from office March 4, he has until then to maintain the Commission with a Republican majority, and can now appoint a Republican to fill the fourth zone vacancy. He may do this, but the chances are that a Democratic Senate will not confirm such an appointment. He could appoint a Democrat from that zone with much more chance of getting him confirmed, for the Democrats will be entitled to the majority after March 4.

It is also significant that the Sykes' reappointment comes up next Feb. 23, and Hoover will have an opportunity to make one of the so-called "midnight appointments" from that zone—choosing most likely between Judge Sykes and Rep. Davis. There again the matter of Senate confirmation comes up, and a Democratic Senate may hold up any Hoover appointment until Roosevelt takes office and thus give the President-elect the right to appoint.

Radio Candidates

THE ELECTIONS have had many other effects on radio. Defeated in their efforts to go to the Senate are the Rev. Robert P. Shuler, who ran as an independent dry in California, and one of whose aims obviously was to "gun" for the Radio Commission, which revoked his radio station license last year, and Henry Field, owner of KFNF, Shenandoah, who defeated Senator Brookhart in the Republican primaries but was in turn defeated by Lewis Murphy, a Democrat.

Defeated for the governorship of Kansas was Dr. John R. Brinkley, another independent, who built the powerful XER in Mexico after the Radio Commission had revoked his radio station license on the grounds that his medical broadcasts were contrary to public welfore. With Brinkley out of the way, it is now likely that the Democratic administration, if not the outgoing Republican, will take a much more vigorous attitude toward persuading the Mexican government not to harbor deposed American broadcasters.

Dr. Frank W. Elliott, former manager of WHO-WOC, Des Moines, Davenport, was defeated in his quest for a seat in Congress as a wet Republican from the Davenport district.

STANDARD COVERAGE and MARKET DATA REPORTS

Certified coverage and market data reports are now available for the following broadcast stations:

WMT	Waterloo,	Iowa
WJAR	Providence,	Rhode Island
WEEI	Boston,	Massachusetts
WTAG	Worcester,	Massachusetts

These reports are based on intensive field study and the strict application of our definitions for *primary* and *secondary* coverage as given.

WARNING!

We are informed that certain field intensity maps made by us but bearing no relationship to coverage have been used in such a way as might lead advertisers and agencies to conclude that we endorse the extravagant coverage claims which accompany the maps.

At this date we endorse only the coverage and market data statistics contained in or abstracted from certified reports on the four stations listed above. The results of other surveys now in progress will also be published in certified form.

JANSKY & BAILEY

Standard Coverage and Market Data Service

National Press Bldg. *Washington, D. C.*

New Educational Series Opened by Radio Group

THE NATIONAL Advisory Council on Radio in Education is still engaged in its fact-finding survey, Commissioner William John Cooper of the U. S. Office of Education revealed in announcing a new series of broadcasts under sponsorship of the council. The talks on economic subjects were scheduled to start Nov. 12 and to be carried each Saturday from 8:30 to 9 p.m., EST, on NBC. The Brookings Institution, Washington, is managing the series, and a number of outstanding Washington newspaper correspondents will participate.

Weekly Spot Programs Expanded to Half Hour Daily Period on WMCA

HOW a commercial program that began as a 15-minute morning spot once a week three and one-half years ago has been expanded to include seven half-hour periods each week, because of the results attained for the sponsor, is told by WMCA, New York independent station. The account is for Johnson & Johnson, medical supply company of New Brunswick, N. J., and features the product "Edrolax."

At the outset the National Institute of Health placed the program with one 15-minute morning spot. Six months later the time was increased to three 15-minute morning spots, and at the end of the year to six such morning periods. General health talks were presented.

Last summer, to test the effectiveness of the station, announcement was made that the broadcast would terminate. Listeners were asked to comment on the program and to indicate whether they desired to have the series continued. On Monday morning following the announcement more than 700 letters were received urging the continuance of the series.

The sponsors of "Edrolax" programs, it was said, are emphatic in crediting radio for building sales for their product. The new full contract with WMCA is for a continuance of the broadcast throughout 1933. Johnson & Johnson recently placed the program on smaller stations in the New York area also. It was pointed out that WMCA boasts many other "old line accounts", such as I. J. Fox, the Sachs Quality Furniture Stores, Tom Noonan's Chinatown Missions and others which it has broadcast for periods ranging from three to seven years.

Saturday Programs Cut Off Pepsodent Periods

PEPSODENT has dropped one period weekly from both its "Amos 'n' Andy" and "Rise of the Goldbergs" programs on NBC. On Nov. 5 both programs were broadcast on Saturday night for the last time. Hereafter they will be on from Monday to Friday only. The reason for the change was not divulged.

Offers Foreign Devices

TO MAKE available to American manufacturers certain devices, processes and patents that have proved successful in other countries, and also to negotiate agreements covering production and marketing rights, offices have been opened in the Chrysler Building, New York, by Amerika-Interessen, Inc., organized as the American unit of A. G. Fuer Amerika-Interessen, operating also in Berlin, Paris and London, with B. Lilienthal as president. About 100 devices, including some in the electrical fields, are being offered.

Why Beech-Nut Uses Disks

(*Continued from page 7*)

plan is not the serial nature of the entertainment or the fact that the story, "Chandu — the Magician," was selected, valuable as this excellent mystery drama has proved. Rather, it is the opportunity which the plan provides for Beech-Nut to vary its selling continuity to suit the needs of individual trading centers and areas.

Variety of Announcements

THAT'S WHERE the Beech-Nut "marionettes" come in, for the same evening may see a half-dozen different Beech-Nut products bidding for public favor. Beech-Nut Cream Crackers may be featured in Boston; Beech-Nut Gum and Confections may be on the air from Atlanta. Simultaneously, some special offer may be made in Miami, or a New York audience may hear how the new Italian liner "Rex" served Beech-Nut Coffee on her maiden voyage.

Taste preferences often decide what products are to be featured. For instance, Beech-Nut Tomato Juice Cocktail best suits the New York palate, while in Indiana the company's Pure Tomato Juice gets the call.

But the chief factor influencing the continuity to be used is the sponsor's constant aim to give maximum cooperation to its distributing organization. Sale of a lagging product can be stimulated without wasting good money in advertising where such stimulus is not required. If a test campaign on some product seems desirable, the radio advertising can take care of it. In such a campaign, the sales trend in the test area must be discovered. Beech-Nut has found that the inquiries resulting from its broadcasts are also a valuable check on public interest.

Premiums Offered

AS A MATTER of fact, all of Beech-Nut's radio announcements bid for immediate response. The plan is to offer a little magic trick, such as the familiar multiplying billiard ball, but in order to get it the radio listener must send in proof of purchase of the product being featured. This may be five wrappers from Beech-Nut Luster-Mints, or perhaps a metal strip from a tin of Beech-Nut Coffee. Actually then, each piece of fan mail represents a sale.

The huge volume of returns so far received proves the value of the radio medium when used according to Beech-Nut's method. Enthused by the showing, the sponsor of "Chandu" is now taking steps to cover practically the entire country. Recently eleven stations were added to the original list, and at the moment more than 30 stations carry the Beech-Nut program, from Maine to Florida and west to Minnesota.

Program Advertised

TIE-IN advertising has been profuse. Schedules of program announcements have run in large and small newspapers, everywhere that the program can be heard. Point of sale display material and literature have been widely distributed. In large centers, car cards have reminded the public that "Chandu" is on the air every week, usually on five of the seven evenings.

It is safe to say that no company need shun the radio medium because its products have a widely fluctuating distribution and sale. As Beech-Nut's experience has demonstrated, broadcasts by electrical transcriptions can assure a high quality of entertainment and at the same time permit direct and explicit selling continuity.

Staggers Its Hours

CHOOSING to stagger its broadcast hours as the most effective means of getting its messages to the audience, International Oil Heating Co., St. Louis, has signed a one-year contract with KMOX, St. Louis, for six 15-minute programs a week. "Sunny Joe and his Fiddling Orchestra" and the "Girls of the Golden West" are heard on varying hours through the week, some as early as 6:30 a.m. and the Saturday night program being included in the "KMOX County Fair." Schedule changes every week.

TECK PUBLICATIONS, New York, publisher of RADIO NEWS and other periodicals, has taken over RADIO CALL BOOK & TECHNICAL REVIEW.

"Voice of the Alleghenies"

Near the Famous Horse Shoe Curve **WFBG** Altoona, Pennsylvania

Wm. F. Gable Co.

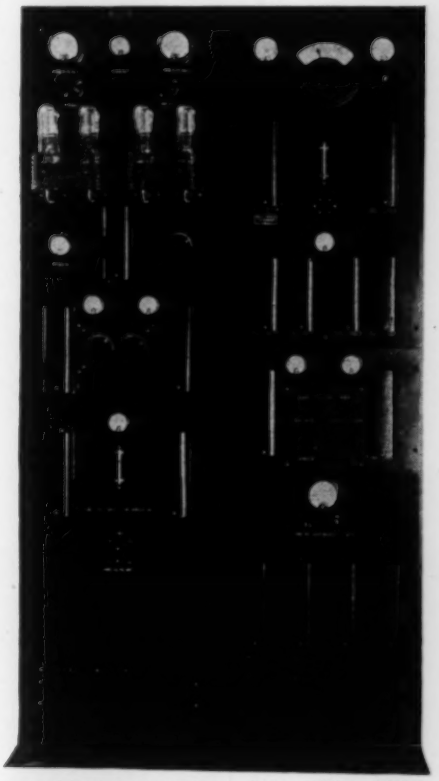
COVERS CENTRAL PENNSYLVANIA with population area of 300,000.

IN THE HEART of rich farming, railroad and mining section.

LOCAL STATION that gives only reliable service available in a forty mile radius.

Equipped with 33 1/3 and 78 r.p.m. turntables.

Why Allow Transmitter Operating Costs to Remain Unreasonably High?



TYPE 100-B 100 WATT

BROADCAST TRANSMITTER

- Class "B" modulation with extremely low tube cost and operating cost.
- Contains two quartz crystals with separate temperature ovens and thyratron temperature control.
- Separate power supplies for modulated amplifier, crystal control apparatus and special speech amplifier.
- Construction allows immediate accessibility to all vacuum tubes and each individual part of transmitter.
- Operates from 115 volts 60 cycles. Can be installed in a few hours. Completely A.C. operated.

Technical Data On Operating Cost Furnished on Request.

DOOLITTLE & FALKNOR

INCORPORATED

1306-1308 WEST 74th STREET

Telephone: STEWART 2810

CHICAGO, ILL.

ACTIONS OF THE
FEDERAL RADIO COMMISSION
NOVEMBER 1 TO NOVEMBER 12 INCLUSIVE

Applications . . .

NOVEMBER 2

NEW, Roanoke, Va.—The Gateway Broadcasting Co. for CP to use 1410 kc., 250 w.; share with WHIS, Bluefield, W. Va.; requests all facilities of WRBX, Roanoke, Va.

KOMA, Oklahoma City, Okla.—License to cover CP issued 9-23-32, change equipment and move transmitter locally.

WHBF, Rock Island, Ill.—Voluntary assignment of license to Rock Island Broadcasting Co.

KIEM, Eureka, Cal.—Modification of CP issued 9-13-32 to change equipment.

NEW, Sacramento, Calif.—W. L. Gleeson for CP to use 1490 kc., 1 kw., unlimited hours; requests facilities KTM, Los Angeles, and KELW, Burbank, Cal.

NEW, Salinas, Cal.—W. L. Gleeson for CP to use 1210 kc., 100 w., unlimited hours.

Application returned: KOY, Phoenix, Ariz.—Install automatic frequency control.

NOVEMBER 3

WMCA, New York—Special authorization to increase power from 500 w. to 500 w. with additional 500 w. experimentally, resubmitted without change.

WPCH, New York—License to cover CP issued 7-19-32 change transmitter from Hoboken, N. J., to College Pt. Causeway, Flushing, N. Y.

WNBO, Silver Haven, Pa.—Modification of CP to change location to Monongahelia, Pa., amended to request unlimited hours instead of specified hours.

WMBG, Richmond, Va.—License to cover CP issued 7-22-32 for changes in auxiliary equipment and increase operating power of auxiliary from 10 to 100 w.

WHBQ, Memphis, Tenn.—Modification of CP issued 7-26-32 to move transmitter locally, extend completion date to 1-26-33.

NEW, Jacksonville, Fla.—All Southern Radio Corp. for CP to use 1120 kc., 500 w. night, 1 kw. local sunset, unlimited hours. Requests facilities of WRUF, Gainesville, Fla.

NOVEMBER 5

WNBX, Springfield, Vt.—Modification of CP issued 7-5-32 to make changes in equipment.

WPHR, Petersburg, Va.—CP to change equipment, change transmitter and studio from Ettrick and Petersburg, Va., respectively, to Richmond, Va.; change frequency, power and hours from 1200 kc., 100 w. night, 250 w. LS, unlimited hours to 1410 kc., 250 w. night, 500 w. LS, simultaneous day operation with WHIS, unlimited night hours (facilities WRBX, Roanoke, Va.).

WEBC, Superior Wis.—License to cover CP issued 7-5-32 to move transmitter locally and change equipment.

KFAC, Los Angeles—Modification of license to change frequency, power and hours from 1300 kc., 1 kw., half time, to 780 kc., 500 w. night, 1 kw. to local sunset, unlimited hours (facilities of KTM, Los Angeles, and KELW, Burbank, Cal.).

NEW, Holy City, Cal.—W. E. Riker for CP to use 1350 kc., 300 w. D., Sundays only.

KQW, San Jose, Cal.—CP to make changes in equipment, increase power from 500 w. to 1 kw. day and 1 kw. night, experimentally (facilities of KTM, Los Angeles, and KELW, Burbank, Cal.).

NOVEMBER 8

WJEJ, Hagerstown, Md.—License to cover CP issued 7-8-32 for new station to use 1210 kc., 100 w. D.

WELL, Battle Creek, Mich.—Modification of CP issued 8-9-32 to extend date of completion to 1-9-33.

KOCW, Chickasha, Okla.—Change transmitter and studio locally, make changes in equipment, amended location of transmitter "to be determined."

NEW, Temple, Texas—Radio Service Company for CP to use 1340 kc., 100 w. night, 250 w. LS, unlimited hours, amended to request 1210 kc., 100 w., unlimited hours, change street address of transmitter and studio.

NEW, Atlanta, Ga.—Coleman-Dobbins for CP to use 890 kc., 250 w. night, 500 w. LS, unlimited hours (facilities of WGST, Atlanta).

NEW, Huntsville, Ala.—Radio Station WBHS, Inc., for CP to use 1200 kc., 100 w.; share with WFBC, to use 6/7 time; requests facilities of WBHS, Huntsville, Ala.

WMBH, Joplin, Mo.—Modification of license for increase in specified hours of operation.

KSO, Des Moines—License to cover CP issued 9-30-32 to move station from Clarinda, Ia., change frequency power and hours from 1380 kc., 500 w., simultaneous D.; share night with WKBH, to 1370 kc., 100 w. night, 250 w. LS, unlimited hours.

WTAD, Quincy, Ill.—CP to move transmitter and studio to East St. Louis, Ill.

WMBH, Joplin, Mo.—CP to install new transmitter and make other changes in equipment.

KOIN, Portland, Ore.—CP to change equipment and change transmitter location to 1/10 mile outside city limits, Portland, Ore.

KFXJ, Grand Junction, Col.—Modification of license to change frequency from 1310 to 1200 kc.

Application returned: KMAC, San Antonio, Tex.—Voluntary assignment of license to Walmac Co., Inc.

NOVEMBER 9

WHDH, Boston—License to cover CP issued 7-15-32 to move transmitter from Gloucester to Saugus, Mass.

WJBI, Red Bank, N. J.—License to cover CP issued 7-12-32, changes in equipment.

WGAR, Cleveland—Determine power by direct antenna measurement.

KCRJ, Jerome, Ariz.—Modification of license to change specified hours of operation.

KGBU, Ketchikan, Alaska—License to cover CP issued 7-15-32 to rebuild station and change in specified hours.

KICA, Clovis, N. M.—Voluntary assignment of license to Southwest Broadcasting Co.

NEW, Sacramento, Calif.—W. L. Gleeson for CP for new station, exact location to be determined, to use 1490 kc., 1 kw., unlimited hours (facilities KTM, Los Angeles, and KELW, Burbank, Cal.), amended to give exact transmitter location, six miles south of Sacramento, change equipment, change operating power to 5 kw.

Application returned: KDYL, Salt Lake City—Modification of license to change frequency from 1290 to 780 kc. (facilities KTM, Los Angeles, and KELW, Burbank, Cal).

NOVEMBER 12

WEBR, Buffalo—Modification of license for authority to use the new 100 w. auxiliary at night.

WMBO, Auburn, N. Y.—CP to rebuild station destroyed by fire.

NEW, The National Union Indemnity Association, Shreveport, La.—CP for new station to use 850 kc, 10 kw. Share time with WWL. Requests facilities of KWKH.

NEW, A. H. Wherry, Chester, S. C.—CP for new station to use 1120 kc., 50 w. D.

KWLC, Decorah, Ia.—Voluntary assignment to Dubuque Telegraph-Herald; also CP to move transmitter and studio to Dubuque, make changes in equipment.

NEW, Don Lee Broadcasting System, Redlands, Cal.—CP to use 780 kc., 500 w. night, 1 kw. local sunset, unlimited, exact transmitter location to be determined. Requests facilities of KTM and KELW.

Decisions . . .

NOVEMBER 1

WMCA, New York—Granted license covering move of transmitter from Hoboken to Flushing, N. Y., 570 kc., 500 w., shares with WNYC.

KGFL, Santa Fe, N. M.—Granted modification of CP extending completion date from Sept. 17 to Dec. 1.

KOB, Albuquerque, N. M.—Granted temporary license covering move of station from State College to Albuquerque, 1180 kc., 10 kw., simultaneous day with KEX, share evening hours, KOB one-third, KEX 2/3 time.

WESG, Ithaca, N. Y.—Granted modification of license to move studio to Mark Twain Hotel, Elmira, N. Y.

WGY, Schenectady, N. Y.—Granted modification of license to use equipment formerly licensed as the main transmitter for auxiliary purposes.

Washington Visitors*

M. A. Howlett, WHK, Cleveland
Preston D. Allen, KLX, Oakland, Calif.
Joe A. Chambers, WLW, Cincinnati
H. D. Hayes, acting radio inspector, Chicago
Arthur Batcheller, acting radio inspector, New York
E. H. Lee, acting radio inspector, Detroit
C. C. Kolster, Boston
W. B. Way, KVOO, Tulsa, Okla.
Walter Whetstone, Jr., New York
W. G. H. Finch, Hearst Radio, New York
Frank W. Wozencraft and Glenn I. Tucker, RCA, New York
E. K. Cohan and Elliott Stuckel, CBS, New York
A. L. Chilton, KRLD, Dallas
F. C. Jobson, Visual Radio Corp., Watsontown, Pa.
J. V. Wagner and H. A. Seville, Altoona Broadcasting Corp., Altoona, Pa.
W. B. Brown, WEHC, Emory, Va.
Judith Waller, NBC, Chicago
Roger Peace, Greenville, (S. C.) NEWS-PIEDMONT

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *Nov. 1-12.*

KMBC, Kansas City, Mo.—Granted modification of license to use equipment formerly licensed as main transmitter for auxiliary purposes.

WHDH, Boston—Granted modification of CP approving transmitter location off Salem Turnpike, Saugus, Mass.

KMJ, Fresno, Cal.—Granted modification of CP approving transmitter location to west side of First Avenue, south of Shields Ave., Fresno, Cal., changing frequency to 580 kc., increasing power to 500 w. and installing new equipment.

W6XS, Gardena, Cal.—Granted modification of visual broadcasting CP extending completion date to Dec. 1.

Set for hearing: WCBA, Allentown, Pa., and WSAN, Allentown, Pa.—Request modification of license to increase power from 250 w. to 500 w. on experimental basis; KOB, Albuquerque, N. M.—Renewal of license set for hearing because facilities of station have been applied for; WCGU, Brooklyn, N. Y.—License covering move of transmitter from Brooklyn to Long Island City because of protests by WEVD, WMBQ and WWRL; NEW, The WNPD Co., New Philadelphia—Requests CP to operate on 850 kc., 50 w. D.; KUMA, Yuma, Ariz.—Requests modification of license to change specified hours of operation to 7 to 9 a.m.; 11 a.m. to 2 p.m., 6 to 10 p.m., MST, daily.

WCAU, Philadelphia—Program test period for auxiliary transmitter, extended 30 days from Oct. 28.

WMBH, Joplin, Mo.—Granted special authority to operate from 8:30 to 9:30 p.m., CST, on following Sundays: Oct. 30, Nov. 6, 13, 20, 27, Dec. 4, 11, 18, 25.

NOVEMBER 3

WGLC, Glens Falls, N. Y.—Granted CP to move station from Glens Falls to Hudson Falls, N. Y., install new equipment and increase day power to 100 w.; also granted consent to voluntary assignment of license to O. T. Griffin and G. F. Bissell.

WEHC, Emory, Va.—Granted CP to move transmitter and studio to Charlottesville, Va.

WOR, Newark, N. J.—Granted modification of CP approving site for 50 kw. transmitter to one-half mile southwest of Tremley, N. J.

WGNY, Chester Township, N. Y.—Granted modification of CP to change type of equipment.

KPO, San Francisco, and KOA, Denver—Granted modification of CPs extending completion date from Nov. 17 to May 17.

WASH, Grand Rapids, Mich.—Granted modification of license to use transmitter of WOOD at Grand Rapids.

WEBR, Buffalo, N. Y.—Granted license covering installation of auxiliary equipment, 1310 kc., 100 w.

WCAU, Philadelphia—Granted license covering move of auxiliary transmitter from Byberry to Philadelphia, installation of new equipment and reducing operating power from 10 kw. to 1 kw., 1170 kc.

WLBW, Erie, Pa.—Granted license covering move of station to Erie; 1260 kc., 500 w. night, 1 kw. LS, unlimited time.

WOOD, Grand Rapids, Mich.—Granted license covering move of transmitter locally and installation of new equipment, 1270 kc., 500 w., share with WASH.

WJW, Akron, O.—Granted license covering move of station from Mansfield to Akron, 1210 kc., 100 w., unlimited time.

KFLX, Galveston, Tex.—Granted license covering changes in equipment, 1370 kc., 100 w., unlimited time.

WCAT, Rapid City, S. D.—Granted license covering installation of new equipment, 1200 kc., 100 w. day; hours of operation: 1:30 to 2:30 p.m., CST, daily.

KGBX, Springfield, Mo.—Granted license covering move of station from St. Joseph to Springfield, Mo., and changing hours of operation; 1310 kc., 100 w., unlimited time.

KNX, Los Angeles—Granted license covering installation of new equipment and increase in power from 5 to 25 kw., 1050 kc., unlimited time.

WCAE, Pittsburgh, and WACO, Waco, Tex.—Granted authority to install automatic frequency control.

WCMA, Culver, Ind.—Granted modification of license to surrender time to WKBF; station operates on 1400 kc., 500 w., and specified hours.

WKBF, Indianapolis, Ind.—Granted modification of license for authority to change hours of operation from specified hours to 6/7 time, sharing with WBAA and facilities of WCMA.

WJSV, Alexandria, Va.—Granted 30-day extension of program test period from Nov. 23.

WBAA, W. Lafayette, Ind.—Granted authority to operate Nov. 19 from 1:45 to 5 p.m., CST, with 1 kw. power.

WBEO, Marquette, Mich.—Granted special authorization to operate from 10:30 to 11:30 a.m., CST, Nov. 11.

Set for hearing: WSPA, Spartanburg, S. C.—Requests modification of license to change frequency from 1420 to 590 kc. and increase power (night) from 100 to 250 w.

KARK, Little Rock, Ark.—Denied petition to reconsider Commission's decision which refused increase in D. power to 500 w.

WHDL, Tupper Lake, N. Y.—Denied petition to reconsider Commission's decision in dockets 1319 and 1405.

KUJ, Walla Walla, Wash.—Granted special authority to operate unlimited time experimentally during months of November and December.

NOVEMBER 9

WRC, Washington D. C.—Granted CP to make changes in auxiliary equipment.

KGFK, Moorehead, Minn.—Granted CP to change type of equipment and increase operating power from 50 to 100 w.

WLBC, Muncie, Ind.—Granted CP to move transmiter locally in Muncie, Ind.

KPQ, Wenatchee, Wash.—Granted CP to make changes in equipment and increase power from 50 to 100 w.

KREG, Santa Ana, Cal.—Granted CP to make changes in equipment.

WFDV, Rome, Ga.—Granted modification of license to change part of specified hours as follows: change morning hours from 6 to 9 a.m. to 7 to 10 a.m.

WHBY, Green Bay, Wis.—Granted consent to voluntary assignment of license to WHBY, Inc.

WFBG, Altoona, Pa.—Granted consent to voluntary assignment of license to The Gable Broadcasting Co. (Lessee).

KFWI, San Francisco—Granted renewal of license, 930 kc. 500 w., shares with KROW. (The application for KFWI's facilities requested by KROW has been withdrawn.)

WHBF, Rock Island, Ill.—Granted renewal of license, 1210 kc., 100 w., unlimited time. (Application for WHBF's facilities has been withdrawn.)

WCBD, Zion, Ill., and KGVO, Missoula, Mont.—Granted extension of working of Rule 145 to Nov. 30.

Set for hearing: NEW, John Tindale, Abilene, Tex.— Requests CP, 1420 kc., 100 w., share with KABC equally.

NOVEMBER 11

WABC-WBOQ, New York—Granted CP for auxiliary purposes only, 860 kc, 5 kw.

WLCI, Ithaca, N. Y.—Granted CP to make changes in equipment.

WSVS, Buffalo, N. Y.—Granted license covering installation of new equipment, 1370 kc., 50 w. D.; hours, daily 8:30 to 10 a.m., and 2 to 3 p.m., EST.

WALR, Zanesville, O.—Granted license covering move of transmitter locally and changing equipment, 1210 kc., 100 w., unlimited time.

WWL, New Orleans—Granted license covering local move of transmitter, installation of new equipment and increase in power from 5 to 10 kw.; 850 kc.; specified hours.

WKAV, Laconia, N. H.—Granted temporary renewal of license pending investigation.

KGFW, Kearney, Neb.—Granted temporary renewal of license subject to decision of the Commission on application by Jas. M. Caldwell, Goodland, Kans., requesting facilities of KGFW.

Set for hearing: NEW, Lansing Broadcasting Co., Lansing, Mich.—Requests CP for new station, 1210 kc., 100 w., unlimited time; NEW, Lancaster Broadcasting Service, Inc., Lancaster, Pa.—Requests CP for new station, 1230 kc., 500 w., D.; WFDV, Rome Ga.—Requests CP to change frequency from 1500 to 1120 kc., increase power from 100 to 250 w., and change hours of operation from specified to unlimited (part of facilities of WTFI).

WSPA, Spartanburg, S. C.—Denied motion for order to take depositions in Docket 1621, involving a protest hearing upon application of WFBC to move from Knoxville, Tenn., to Greenville, S. C.

KVOA, Tucson, Ariz.—Granted request to take depositions in hearing on case involving renewal of license. Set for hearing because of alleged violations of the radio act.

NEW, P. H. Pigg and S. A. Harvey, Juneau, Alaska—Granted CP for new broadcasting station to operate on 1310 kc., 100 w., unlimited time.

NEW, R. W. and D. P Lautzenheiser Prescott, Ariz.—Application for CP for new station at Prescott to operate on 1500 kc., 100 w., unlimited (facilities of KPJM) dismissed for want of prosecution.

KPJM, Prescott, Ariz.—License assigned to Scott & Stuart.

WORC-WEPS, Worcester, Mass.—Argument before Commission en banc scheduled for Nov. 16, 1932, continued until 10 a.m., Nov. 30, concerning application for facilities of WAWZ, Zarapath, N. J.; WMSG, WBNX and WCDA, all New York.

WDBO, Orlando, Fla. (Ex. Rep. 417)—Granted modification of license so as to operate regularly on 580 kc., 250 w., unlimited time.

WHDF, Calumet, Mich. (Ex. Rep. 418)—Granted renewal of license on 1370 kc., with 250 w. day and 100 w. night, with specified hours.

Examiners' Reports . . .

For report of Examiner Pratt (Report 426) on 16 applications for 1020 and 1160 kc. channels see story in this issue.

WMAL, Washington, D. C.—Chief Examiner Yost (Report 428, Docket 1769) recommended that application for increase in power from 250 w. night, 500 w. LS, be denied.

NEW, James M. Caldwell, Goodland, Kans.—Examiner Pratt (Report 429, Docket 1716) recommended that application for CP on 1310 kc., 100 w., share with KGFW, Kearney, Neb., be granted with following hours: Daily—8 to 10 a.m., 1 to 4 p.m., and 7:30 to 11 p.m.; Saturday, 11 p.m. to midnight. License of KFW to be changed to provide following hours: Daily—6 to 8 a.m., 10 a.m. to 1 p.m., 4 to 7:30 p.m. and 11 to midnight, daily except Saturday.

NEW, H. Verne Spencer, Jeanette, Pa.—Examiner Pratt (Report 431, Docket 1787) recommended that application for CP on 590 kc., 250 w., D. be denied.

Political Talk Cut Off Air by WCCO

Ideal Test of Libel Decision Balked by Speaker's Action

Mr. Bellows

WHAT WOULD have been the basis for a perfect court test of the liability of a broadcasting station for libel uttered over its facilities by a political candidate was frustrated during the recent campaign when the candidate in question yielded to the rigid demands of the station after his questionable speech had been cut off the air.

The incident occurred Nov. 2 over WCCO, Minneapolis, CBS station managed by Henry A. Bellows, vice president of CBS and former radio commissioner. Francis H. Shoemaker, Farmer-Labor candidate for Congress, was making a 15-minute political broadcast, and since he was speaking in his own behalf he was not required to submit an advance copy of his speech. After he had spoken several minutes, Mr. Bellows was called at home by his program manager and asked to listen. He immediately determined that Mr. Shoemaker's remarks were in violation of the Minnesota libel and slander laws and ordered the speech cut off after about six or seven minutes.

Money Refunded

MR. BELLOWS pointed out that under WCCO rules, drafted following the Nebraska Supreme Court decision holding stations equally liable with speakers for libel uttered over their microphones, the candidate had paid in advance for the 15-minute evening program. The full amount promptly was refunded.

The candidate also had reserved a period Nov. 5. Mr. Bellows informed him WCCO reserved the right to refuse him time unless he submitted in advance the complete manuscript of his speech and would accept changes made by the station's attorneys. The candidate unwillingly accepted the conditions, and finally delivered the address, exactly as approved.

"That our judgment regarding the libelous nature of Shoemaker's speech was correct," said Mr. Bellows, "was indicated in the fact that the morning after the speech a former governor of Minnesota and his attorney called on me stating that the ex-governor had been libelled in Shoemaker's speech and demanding satisfaction."

20 New Radio Districts Formed

(*Continued from page 14*)

1 clerk. Edward Bennett, acting inspector.

DISTRICT NO. 6

Atlanta, Ga.: States of Alabama, Georgia, South Carolina, Tennessee, and counties of Ashe, Watauga, Caldwell, Avery, Burke, McDowell, Yancey, Mitchell, Madison, Buncombe, Haywood, Swain, Graham, Cherokee, Clay, Macon, Jackson, Transylvania, Henderson, Polk, Rutherford, and Cleveland in North Carolina. Personnel: 1 inspector in charge, 3 inspectors and 2 clerks. Acting inspector not yet named.

DISTRICT NO. 7

Miami, Fla.: State of Florida, Puerto Rico and Virgin Islands. Personel: 1 inspector in charge and 1 clerk. Joe H. McKinney, acting inspector.

DISTRICT NO. 8

New Orleans, La.: States of Louisiana, Mississippi and Arkansas. Personnel: 1 inspector in charge, 1 inspector and 2 clerks. Theodore G. Deiler, acting inspector.

DISTRICT NO. 9

Galveston, Tex.: Counties of Jefferson, Chambers, Harris, Galveston, Fort Bend, Brazoria, Wharton, Matagorda, Jackson, Victoria Calhoun, Goliad, Refugio, Arkansas, San Patricio, Nueces, Jim Wells, Kleberg, Brooks, Kenedy, Willacy, Hidalgo and Cameron in Texas. Personnel: 1 inspector in charge and 1 clerk. Louis L. McCabe, acting inspector.

DISTRICT NO. 10

Dallas, Tex.: State of Texas, except the counties of Jefferson, Chambers, Harris, Galveston, Fort Bend, Brazoria, Wharton, Matagorda, Jackson, Victoria, Calhoun, Goliad, Refugio, Arkansas, San Patricio, Nueces, Jim Wells, Kleberg, Brooks, Kenedy, Willacy, Hidalgo and Cameron, and states of Oklahoma and New Mexico. Personnel: 1 inspector in charge, 2 inspectors and 1 clerk. Lamar A. Newcomb, acting inspector.

DISTRICT NO. 11

Los Angeles, Cal.: Counties of Monterey, Kings, Tulare, San Luis, Obispo, Kern, Santa Barbara, Ventura, Los Angeles, Orange, San Diego, Imperial, Riverside, and San Bernardino in California; county of Clark in Nevada and state of Arizona. Personnel: 1 inspector in charge, 2 inspectors and 2 clerks. James M. Chapple, acting inspector.

DISTRICT NO. 12

San Francisco: State of California, except counties of Monterey, Kings, Tulare, San Luis, Obispo, Kern, Santa Barbara, Ventura, Los Angeles, Orange San Diego, Imperial, Riverside and San Bernardino, and state of Nevada, except county of Clark, Hawaiian Islands, and Alaska. Personnel: 1 inspector in charge, 5 inspectors and 4 clerks. Bernard H. Linden, acting inspector.

DISTRICT NO. 13

Portland, Ore.: State of Oregon and state of Idaho, except counties of Boundary, Bonner, Kootenai, Shoshone, Benawah, Letah, Clearwater, Nez Perce, Lewis and Idaho. Personnel: 1 inspector in charge, 3 inspectors and 1 clerk. Stacy W. Norman, acting inspector.

DISTRICT NO. 14

Seattle, Wash.: State of Washington, counties of Bounday, Bonner, Kootenai, Shoshone, Benewah, Letah, Clearwater, Nez Perce, Lewis and Idaho of the state of Idaho, and counties of Lincoln, Flathead, Glacier, Toole, Pondera, Teton, Lake, Sanders, Mineral, Missoula, Powell, Lewis and Clarke, Cascade Meagher, Broadwater, Jefferson, Granite, Ravelli, Deerlodge, Silver Bow, Beaverhead, Madison, Gallatin in Montana. Personnel: 1 inspector in charge, 3 inspectors and 2 clerks. Edwin W. Lovejoy, acting inspector.

DISTRICT NO. 15

Denver, Colorado: States of Colorado, Utah, Wyoming, and Montana, except counties of Lincoln, Flathead, Glacier, Toole, Pondera, Teton, Lake, Sanders, Mineral, Missoula, Powell, Lewis and Clarke, Cascade, Meagher, Broadwater, Jefferson, Granite, Ravelli, Deerlodge, Silver Bow, Beaverhead, Madison and Gallatin. Personnel: 1 inspector in charge and 1 clerk. Glen W. Earnhart, acting inspector.

DISTRICT NO. 16

St. Paul, Minn.: States of South Dakota, North Dakota, Minnesota, northern peninsular of Michigan, and state of Wisconsin, except counties of Crawford, Richland, Sauk, Columbia, Dodge, Washington, Ozaukee, Milwaukee, Waukesha, Jefferson, Dane, Iowa, Grant, Lafayette, Green Rock, Walworth, Racine and Kenosha. Personnel: 1 inspector in charge and 1 clerk. John M. Sherman, acting inspector.

DISTRICT NO. 17

Kansas City, Mo.: States of Nebraska, Kansas, Missouri and Iowa, except counties of Winneshiek, Allamakee, Fayette, Clayton, Buchanan, Delaware, Dubuque, Linn, Jones, Jackson, Clinton, Cedar, Johnson, Washington, Muscatine, Scott, Louisa, Des Moines, Henry and Lee. Personnel: 1 inspector in charge, 1 inspector and 2 clerks. William J. McDonnell, acting inspector.

DISTRICT NO. 18

Chicago: States of Indiana, Illinois, and counties of Winneshiek, Allamakee, Fayette, Clayton, Buchanan, Delaware, Dubuque, Linn, Jones, Jackson, Clinton, Cedar, Johnson, Washington, Muscatine, Scott, Louisa, Des Moines, Henry and Lee in Iowa; and counties of Crawford, Richland, Sauk, Columbia, Dodge, Washington, Ozaukee, Milwaukee, Waukesha, Jefferson, Dane, Iowa, Grant, Lafayette, Green Rock, Walworth, Racine and Kenosha in Wisconsin. Personnel: 1 inspector in charge, 3 inspectors and 3 clerks. H. D. Hayes, acting inspector.

DISTRICT NO. 19

Detroit: State of Michigan, except northern peninsular and states of Ohio, Kentucky and West Virginia. Personnel: 1 inspector in charge, 3 inspectors and 3 clerks. Emory H. Lee, acting inspector.

DISTRICT NO. 20

Buffalo, N. Y.: State of New York, except City of Greater New York and the counties of Suffolk, Nassau, Westchester, Rockland, Putnam, Orange, Dutchess, Ulster, Sullivan, Delaware, Greene, Columbia, Albany and Rensselaer; state of Pennsylvania, except Philadelphia, and counties of Bucks, Montgomery, Philadelphia, Chester, Delaware, Lancaster, York, Adams, Cumberland, Perry, Dauphin, Lebanon, Berks, Schuylkill, Lehigh, Northampton, Carbon and Monroe. Personnel: 1 inspector in charge, 1 inspector and 1 clerk. Milton W. Grinnell, acting inspector.

RADIO
has almost ceased to be an
ADVERTISING SENSATION
It has settled down to being an
ADVERTISING SUCCESS
Share it with

WHK
CLEVELAND'S PIONEER BROADCASTING STATION
*Says FORTUNE

Critique of Politics on Radio

(*Continued from page 8*)

the politicians, for radio is probably the most rigidly regulated of industries coming within the purview of the federal government. With so many eyes—and ears—focused upon it, radio has sought to keep all the party leaders friendly by offending none. This year especially it seems to have succeeded, for the accusations of partisanship so often voiced in 1928 have hardly been heard in this campaign.

For radio the campaign has not been a source of great profits, as in 1928 when time on the air was not at such a great premium. For the main part, the parties have purchased the most favorable periods, or time already under contract, which has meant that the regular sponsors had to relinquish their scheduled programs. Naturally those sponsors did not pay for the time they could not use through no fault of their own. But the obligation to recompense the performers engaged for those programs has devolved upon the radio people—a dead loss to them until the latter part of the campaign when they prevailed upon the parties to foot the bills.

The lack of professionalism in the staging of the political broadcasts was very marked. One party tried interviews and dramatic sketches that, except for a few bright spots, were noteworthy for their amateurism, sometimes bordering on juvenility. Hours have been selected without regard to whether they are favorable for catching the listeners' attention. Even the presidential candidates themselves have not always been presented to the radio audience as effectively as they might have been.

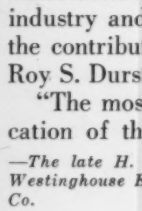
Governor Roosevelt comes to office without the experience with radio that President Hoover has had, both as a radio speaker—though his improved radio style is only a recent development—and as an administrator of the radio industry. Comparing the manner of handling the two candidates on the radio, it must be said that President Hoover's appearances have been handled best, though he has all too frequently overspoken his time. This is directly traceable to the fact that Hoover has insisted upon having the same announcer accompany him. That announcer is Herluf Provensen, of the NBC Washington staff. President Hoover never ascends a platform until a signal is given him by Provensen, who times the entrance so that he (Provensen) can give the audience the descriptive story in sufficient time before he introduces the first speaker. Nor do the speeches start until Provensen gives the signal.

Added to this, a special master microphone has been constructed at the President's suggestion, which enables all radio hookups and all recordings for films or disks to come from the same pick-up unit without cluttering up the rostrum. Criticisms that Governor Roosevelt's broadcasts have not been handled in so professional a manner have been met by the radio people with the assurance that they would assign any announcer Roosevelt wanted to his entourage, including Provensen when available and if asked for. But no such aid was asked by the man handling the broadcasting of Roosevelt's speeches until the latter part of the campaign when Norman Sweetser accompanied him.

"Anyone interested in radio will be repaid for reading this entire book!"—*Broadcast Advertising.*

RADIO AND ITS FUTURE

Edited by Martin Codel



Twenty-nine acknowledged leaders of radio tell here, in their own words, what they are thinking, what they expect of the future. They present an authoritative and fascinating picture of the present significance and probable development of the radio industry. Broadcasting, television, and how they expect to meet its problems, short wave telephony and telegraphy, manufacturing and selling—every angle of the radio industry and science is graphically described. Among the contributors are David Sarnoff, M. H. Aylesworth, Roy S. Durstine, Lee De Forest, William S. Hedges, etc.

"The most interesting, complete and readable publication of this character I have ever seen."

—*The late H. P. Davis, V. P., Westinghouse Electric and Mfg. Co.*

FULLY ILLUSTRATED
Price $4.00

FREE EXAMINATION COUPON
HARPER & BROTHERS,
49 East 33rd St., New York.
Please send me one copy of Radio and Its Future, $4.00.
I agree to remit $4.00 in 10 days of receipt of book or return it.
I enclose remittance of $4.00. Send C.O.D.

Name _____
Address _____
Business Connection _____

I.R.E. Elects Hull

DR. LEWIS M. HULL, vice president of the Radio Frequency Laboratories, Boonton, N. J., has been elected president of the Institute of Radio Engineers for 1933, defeating Capt. S. C. Hooper, director of U. S. naval communications, in the recent mail balloting. Dr. Jonathan Zenneck, of Germany, was elected vice president, an honor annually accorded a distinguished foreign radio scientist.

Directors elected for three-year terms were R. A. Heising, Bell Laboratories; Dr. Frederick A. Kolster, International Communications Laboratories, and Prof. H. M. Turner, Yale University. C. W. Horn, general engineer of NBC, was elected for a two-year term, and M. C. Batsel, of RCA Victor Co., won the one-year term.

MUSIC Corporation of America, Chicago, orchestra booking agency, this year is again circularizing radio editors to vote their selections of orchestras to comprise an "All American Radio Orchestra Eleven."

RMA Plans to Promote Stations in Advertising

MORE ADVERTISING in the copy of local dealers and jobbers of radio sets as well as manufacturers' national advertising of radio programs was recommended by the Radio Manufacturers Association to its membership following a meeting in New York of its board of directors. This new departure in advertising methods, designed to increase set sales, will play up programs and stations and put less stress on technical features.

According to Bond Geddes, vice president and general manager of RMA, the industry also will do its utmost to conduct promotion activities in a way that will benefit the station. M. H. Aylesworth, president of NBC and RKO, suggested that the industry develop radio sets designed to fit harmoniously into business offices. Mr. Geddes said the industry will consider this and other suggestions. RMA has been promised the cooperation of broadcasters in drafting programs of definite appeal to the business man with an office set and to the motorist with a radio-equipped auto, he declared.

Mr. Geddes said that special efforts are being made to promote broadcasting of athletic contests and other special events which stimulate set sales. Initial work also has been done by the RMA to develop advertising of radio by electric power and utility interests, similar to their present promotion of electrical refrigeration.

"Pre-hearings" Started By Manager of CKOK

JOSEPH H. NEEBE, vice president and general manager of CKOK, Detroit-Windsor, is responsible for an innovation in radio which he calls the "pre-hearing". Mr. Neebe recently decided to emulate the motion picture producers in the matter of pre-views, to which critics are invited. He held a luncheon, attended by Detroit radio editors, after which a "pre-hearing" of "Honey Boy and Sassafras", a new black-face program was presented. The "pre-hearing" was enthusiastically approved by the newspapermen, who suggested that the idea might well be adopted generally.

"Honey Boy and Sassafras" went on CKOK as a daily feature Nov. 7 under the sponsorship of Purity Bakeries, Inc. Although a newcomer in the north, this act, played by George Fields and Johnny Welsh, was carried by WFAA, Dallas, for 18 months and built up a large following in the southwest.

SOUTHERN California Radio-Music Trades Association will spend $5,000 on several Los Angeles stations to stimulate radio equipment sales, in lieu of the annual trade show. Joseph V. Guilfoyle, one of the first announcers on WGN, Chicago, succeeds A. G. Farquharson, who died late in October, as secretary of both the radio and music groups and managing secretary of the combined organization.

Standing of Press In Radio Weighed

Commission Fights Appeal; WMBA Deletion Upheld

A CASE raising for the first time the question whether a newspaper not holding a radio station license, permit or other authorization has any standing in court in attacking a decision of the Radio Commission, is pending in the Court of Appeals of the District of Columbia and is being contested by the Commission.

Filed Oct. 27 by the TELEGRAPH HERALD Co., of Dubuque, Ia., through Elisha Hanson, Washington newspaper attorney, the appeal is from the Commission's decision of Oct. 21 authorizing WKBB, to move from Joliet, Ill., to East Dubuque, Ill., one mile distant from Dubuque, Ia. Claim is made that the newspaper some months ago made formal inquiry at the Commission as to the possibility of establishing a station in Dubuque, Ia., but was "officially informed" that because Iowa is overquota no such license could be granted. Claim also was made that the newspaper had made preliminary arrangements to purchase KWLC, Decorah, Iowa, and remove it to Dubuque.

Both the Commission and WKBB attacked the appeal on the ground that the newspaper has no standing in court. The court on Oct. 29, denied the petition for a stay order and now has before it motions to dismiss the proceeding filed both by the Commission as the appellee and by WKBB as intervenor. Because of the novel issue raised, the court has refrained from acting on the dismissal motions until its full membership is at hand.

In a decision Oct. 31 the Court of Appeals upheld the Commission's deletion of WMBA, Newport R. I., a station formerly on 1500 kc. with 100 watts full time, ordered off the air last year because of alleged violations of technical regulations and failure to serve public interest.

Of significance was the court's ruling that letters may be admitted as evidence in the discretion of the examiner at a hearing if submitted by an employee of a government department or agency. The court said that it also is a well established rule that the Commission and other administrative bodies are not bound by the strict jury rules of evidence applicable to court proceedings, but that such bodies "may under reasonable regulations depart from such rules."

The court also declared it was not an error for the examiner to exclude testimony concerning the applicant's intention (L. J. Beebe, Newport, R. I.) to procure a new transmitter "inasmuch as the sole question upon hearing was whether the license for the use of old equipment should be renewed."

A motion to intervene in the appeal of WMT, Waterloo, Ia., from the Commission's decision authorizing KSO to remove from Clarinda to Des Moines, Ia., was filed by KSO. WMT, also an applicant to remove to Des Moines, recently was denied that authority by the Commission.

DEBATE ON THE AIR
CBS Offers Glass Net to Reply To Attack by Mills

AN INTERESTING sidelight on the Carter Glass-Ogden Mills debate over CBS near the close of the recent political campaign—a debate that is regarded by many as the highlight of the entire radio campaign—was the proffer of time to Senator Glass to reply to Secretary Mills over precisely the same network.

When he got word of Senator Glass' speech, Secretary Mills bought the period immediately succeeding the one reserved for former Secretary of the Treasury under President Wilson. This did not "sit well" with Senator Glass, as was evidenced by his closing remarks before Secretary Mills was hooked in. But he sat through the Mills' speech in the Washington CBS studios and listened interestedly, often interpolating vigorous remarks about the alleged inaccuracies of some of Secretary Mills' statements.

While the Mills talk was on, Harry C. Butcher, CBS Washington director, offered Senator Glass the same network for rebuttal, and authorization for purchase of the time was immediately forthcoming from the Democratic National Committee. Senator Glass, however, declined to continue the debate with a testy remark that he did not think it was necessary to reply.

8 Applicants Now Seek KTM, KELW Facilities

EIGHT applications for the facilities of KTM and KELW, Los Angeles stations recommended recently for deletion by Chief Examiner Yost of the Radio Commission, have already been filed. One is for voluntary assignment of the station's facilities, four seek their valuable wave of 780 kc., and three propose establishing new stations if and when KTM and KELW are eliminated.

The voluntary assignment application is by KTM and KELW, which propose to sell to the LOS ANGELES HERALD, Hearst newspaper, the former for $35,000 and the latter for $27,500.

Seeking the KTM-KELW channel in lieu of their present wave assignments are KECA and KFAC, Los Angeles; KQW, San Jose, and KDYL, Salt Lake City. The KECA application has already been ordered set for hearing though no date has yet been scheduled. It is likely that this application may be heard along with the others, possibly in Los Angeles, in the event the Commission deletes KTM and KELW in accordance with the Yost recommendation.

Seeking the 780 channel for the establishment of new stations are Don Lee, operator of KHJ and a network of California stations, who proposes to erect a new station to serve the Southern California communities of San Bernardino, Riverside, Redlands and Colton; Guy C. Earle, Jr., operator of KNX, Hollywood, who would build a new station at Sacramento, and W. L. Gleeson, a Los Angeles publishers' representative, who also proposes a new station in Sacramento.

What the Agency Wants to Know
About
YOUR STATION

CHARLES F. GANNON, *Director of Radio,*
Erwin, Wasey & Co., Inc.,

In his chapter on "Selecting The Station List" in the new book *The Advertising Agency Looks At Radio* (D. Appleton and Co.)

HAS THIS TO SAY:

"The advertising agency would like to know from every station how much local, how much spot and how much national business the station enjoys. We would like to have a classification of this business according to products. We would relish knowing over what period of time various contracts extend; what season; whether the program is on at morning, noon or night; whether it is transcription or live talent and what type of talent is employed. After this data is forthcoming, we would like any and all tables of results together with a description of any unusual merchandising methods employed in conjunction with the radio campaign.

"From this body of facts plus such available knowledge as population, power, wave length, per capita wealth, network affiliation, modulation, etc., we can much more easily reckon the value of a given station."

■

ADVERTISING built around such facts is of vital interest and service to advertising agencies and national advertisers. Keep these individuals, who buy radio time, apprised of the current activities of your station and the changes in your market through your advertising in BROADCASTING.

This intelligent type of advertising will mark your station as progressive and *will* increase the number of national schedules on which your call letters appear.

BROADCASTING is the ideal medium in which to carry your sales messages as it is read by practically 100 per cent of the buyers of national and regional radio time.

BROADCASTING
NATIONAL PRESS BUILDING, WASHINGTON, D. C.
THE NEWS MAGAZINE OF THE FIFTH ESTATE

Radio Fairness Praised

(*Continued from page 9*)

the major parties are spending another $500,000 or $750,000 for speeches over sectional networks, state-wide networks and independent station broadcasts not connected with the chain.

At this time I have been unable to collect any data as to the amount spent by local candidates, but probably that would amount to $250,000 or more make a total of $2,000,000 spent by committees and candidates for the radio.

Thus far, I have spoken of those speeches over the radio which are paid for by committees or candidates, but both of the big chain systems have broadcast many programs without cost to anybody. They broadcast the proceedings of the national conventions. They broadcast the presidential acceptance speeches of both Governor Roosevelt and President Hoover. They broadcast many other speeches; in fact they have broadcast more than 71 hours of political programs over the NBC and 56 hours over the CBS. This means that the political programs contributed by these big chains deprive them of selling advertising to the amount of $2,500,000, in addition to the cost of the leased wires and the operation of their stations.

Grand Total of $5,000,000

THE PROGRAMS of public addresses, which radio stations both on the chain and off the chains contributed, in addition, must have been worth at least $1,000,000 more. Adding these amounts spent for political speeches and the amounts contributed by radio stations in the last four months, we have a grand total of approximately $5,000,000 worth of radio broadcasting during this campaign.

Now the radio station owners have made their part of this contribution of their own free will, without any requirement of law, and tomorrow night, they will hook up their great chain systems without expense to anybody, contributed by them as a public service.

Now, my friends, what has been the result? Of the 40,000,000 people who will probably vote tomorrow, at least 30,000,00 and probably 35,000,000 have actually heard the voices of both Mr. Roosevelt and Mr. Hoover. They have heard those candidates speaking for themselves. They have heard them criticized and praised. * * * I predict they will go to the polls tomorrow with a greater feeling of confidence in their own judgment as to how they should vote than in any previous election. This, largely, because of the contribution that radio has made in applying political information without comment or prejudice.

Inquiring Radio

ADOPTING the role of the Inquiring Reporter WCKY, Covington, Ky., and the RKO theaters of Cincinnati conducted a unique pre-election series twice daily from Oct. 24. Patrons of the theaters and WCKY listeners were invited to express their political views over the air. Questionnaires regarding the election were also distributed, and the results were read over WCKY. The broadcasts were handled by George T. Case and James S. Alderman, staff announcers.

Announcers Restricted On Programs at WCAU

AN EXPERIMENT in restricting announcers to the single mention of their names at the close of programs in which they take important parts has proved successful at WCAU, Philadelphia, after three months trial, according to Stan Lee Broza, program director.

No announcer is permitted to use his name when the continuity calls for only an opening and closing announcement. When an announcer introduces all musical numbers, for instance, and reads the entire continuity, he is allowed to tag his name on the end of the program.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Head of radio department with leading advertising agency desires connection with a radio station in a capacity of manager or commercial manager, having had years of experience in broadcasting stations. Box 63, BROADCASTING.

Microphone Service

Guaranteed Microphone Repairs—Any make or Model—24-hour service. Stretched diaphragm double button repairs, $7.50. Others, $3.00. Single button repairs, $1.50. Write for 1933 Catalog with diagrams. Universal Microphone Company, Ltd., Inglewood, California.

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National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

The Other Fellow's Viewpoint...

Well Endorsed

To the Editor of BROADCASTING:

On page 38 of your issue for Nov. 1, you have been kind enough to mention the fact that Vice President Curtis and Senator Nye are urging my appointment as Radio Commissioner from the Fourth District. Needless to say, this notice in your magazine is very much appreciated.

I regret, however, that you found it necessary to make reference to the National Committee on Education by Radio by stating that "it is understood" that I have the endorsement of this Committee, which you state is opposed to commercial broadcasting, etc. To the best of my knowledge, I do not have the official endorsement of that committee. I do have endorsements from a considerable number of university chancellors, presidents, deans, and faculty members; also of several state superintendents of public instruction. The Association of College and University Broadcasting Stations through its president, Joseph F. Wright, of WILL at the University of Illinois, has given me its official endorsement, but that organization, with which I have been intimately connected since its beginning, cannot truely be said "opposed to commercial broadcasting."

Incidentally, you will be interested to know that my nomination was sent to the White House on July 21 by Senator Howell of Nebraska. Mr. Loucks of the NAB or Mr. Orson Stiles, director of WOW, Omaha, can give you further information regarding some of the points raised in the second paragraph of your article.

Sincerely yours,
J. C. JENSEN,
Director and Engineer,
Nebraska Wesleyan University,
WCAJ, Lincoln, Neb.

Nov. 2, 1932.

Radio Aids Safety

To the Editor of BROADCASTING:

Some time ago Acting Chairman Lafount of the Federal Radio Commission very kindly called the attention of radio broadcasting stations to their opportunity to render public service by utlizing their facilities in cooperation with the national efforts to reduce accidents on the streets and highways. Their response has been most gratifying and it occurred to me that your magazine would be interested in the results attained. Numerous letters from our affiliated A.A.A. motor clubs in all parts of the country indicate that the public generally is appreciative of the way in which radio stations are helping to promote safety.

While there are, of course, many factors involved in the downward trend of motor fatalities during the first six months of 1932—the first drop in the history of the automobile—there can be no doubt but that the broadcasting of safety messages by radio has been most helpful in encouraging careful driving.

Station WSAR at Fall River, Mass., offers an excellent example of radio cooperation. This station devotes fifteen minutes each Tuesday night to a safety program as a feature of its civic service to the community and surrounding territory. Hundreds of similar instances could be cited.

In view of the above, it is needless to say that the American Automobile Association, representing a million organized car owners, has been pleased to commend to the Federal Radio Commission the way in which radio stations under its control are helping to stem the tide of motor accidents. This is accomplished by calling the attention of individual listeners, motorists and pedestrians alike, to their responsibility in the cause of national safety.

Very truly yours,
ERNEST M. SMITH,
Executive Vice President,
American Automobile Ass'n.,
Washington, D. C.

Oct. 13, 1932.

"Myrt and Marge"

(*Continued from page 10*)

chewing gum helps to keep a moist, healthy mouth," or "It's a fact that, due to the modern, soft diet, people do not get a sufficient amount of daily chewing exercise," et cetera, et cetera. And then wound off quickly with the suggestion, "Chew Wrigley's Spearmint Gum not only for pleasure but for health. Inexpensive. Satisfying."

Whether so little advertising rings up the cash sales, I cannot definitely say. One thing is certain, and that is that the Wrigley statement at the end of the year was most satisfactory.

Another thing is certain—that Wrigley's Myrt and Marge program could never be said to give people the jitters by boring them to death with advertising. And still a third thing is certain—that everyone knows, even with so little mention of Wrigley's, that Myrt and Marge is the Wrigley program. If "reminded copy" creates sales—and we must all face the fact that it is a very potent form of advertising—Myrt and Marge could not help but be a good thing for the Wrigley Company, which is investing in it to the length and breadth of seven figures.

Advertising Increased

THIS YEAR a little bit more about the delicious Spearmint flavour is being put in at both the beginning and the close of the fifteen minutes. But in all, the time taken for the commercial announcement is not much more than from a minute to a minute and one-half. And this even includes part of the theme song.

The Wrigley Company very clearly recognizes their Myrt and Marge radio program as out-and-out entertainment. And as such, they do not expect nor desire more advertising to be associated with it.

And it is our belief, as an advertising agency, that it is a wise sponsor who lets the advertising fit the medium.

Successful Radio Programs

result largely from a shrewd selection of appropriate talent. . . . A clever choice of capable artists may be effected by consulting with NBC ARTISTS SERVICE. . . . This organization, presenting a more brilliant array of representative artists than any other agency of its kind, offers an unusual service to broadcast advertisers. . . . Incidentally, this wide range of talent and the extensive facilities of NBC ARTISTS SERVICE are available for all forms of public entertainment and private functions, including lectures, concerts, banquets, conventions, dances, recitals, stage productions, motion pictures and phonograph recording. . . . Inquiries will receive immediate attention.

★ ★ ★ ★ ★ ★

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY

GEORGE ENGLES . . . MANAGING DIRECTOR

BOSTON WASHINGTON SCHENECTADY CHICAGO
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